

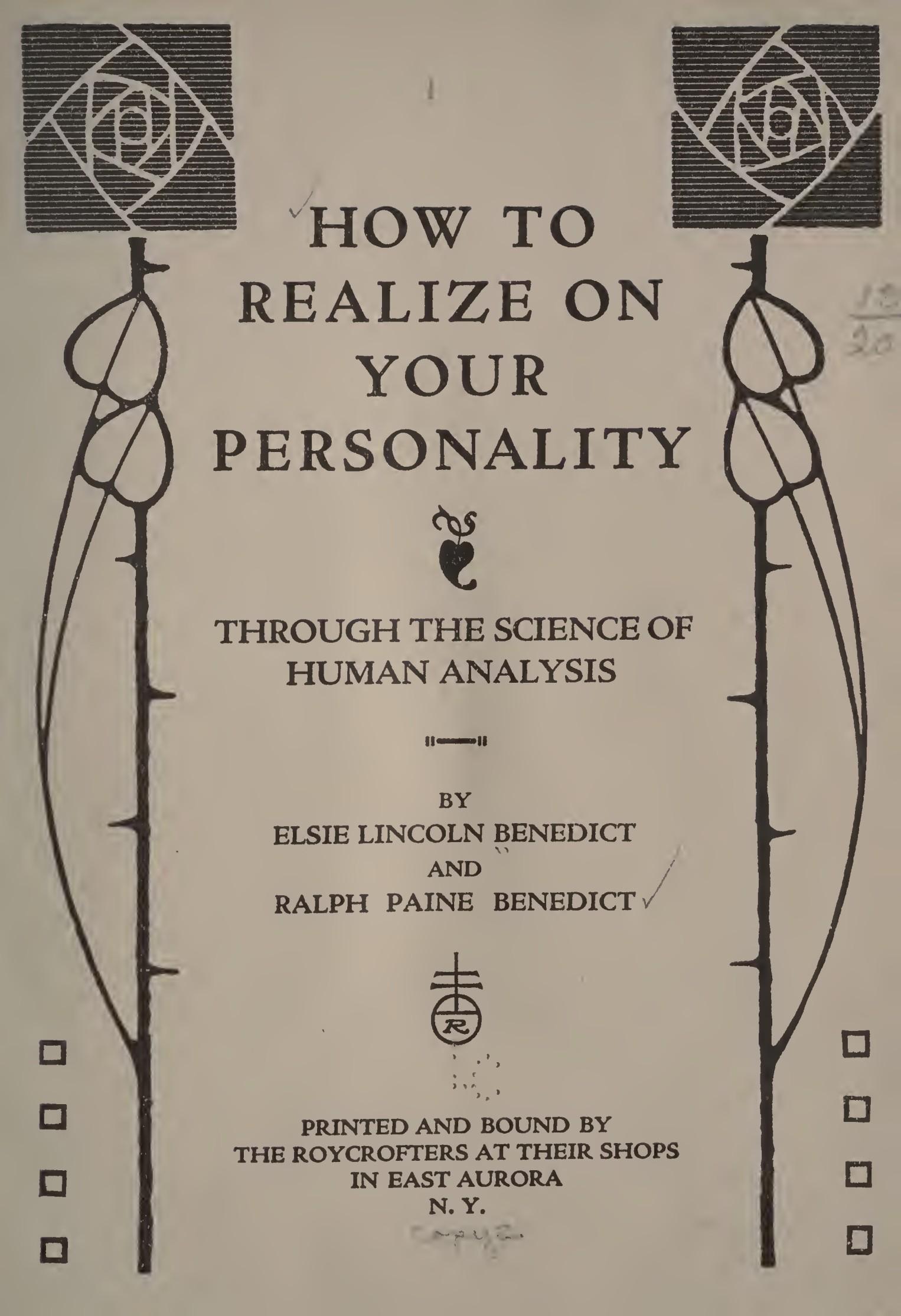


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✓ HOW TO REALIZE ON YOUR PERSONALITY



THROUGH THE SCIENCE OF
HUMAN ANALYSIS

— — —

BY
ELSIE LINCOLN BENEDICT
AND
RALPH PAINE BENEDICT ✓



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FEB 15 1922

**DEDICATED
TO
OUR STUDENTS**



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Short Extracts

From Letters and Newspapers About Elsie Lincoln Benedict and Her Work



San Francisco Bar Association, Aug. 14, 1919:

"One of the most interesting speakers who ever addressed our organization. We shall never forget the occasion."

* * *

University of Minnesota, Nov. 13, 1920:

"A woman of education, culture, dynamic energy and beautiful enthusiasm."

* * *

Ben B. Lindsey, Judge of the Juvenile Court of Denver, April 16, 1914:

"I have known Elsie Lincoln Benedict for many years and vouch for her sincerity, ability, purity of purpose and integrity of character."

* * *

Kiwanis Club, St. Paul, Oct. 21, 1920:

"So different, distinctive and delightful."

Rotary Club, Oakland, Calif., Oct. 9, 1919:

"Gave us half an hour of the best entertainment and inspiration the club has had in many months."

* * *

Duren J. H. Ward, Ph. D., Formerly of the Anthropology Department, Harvard University. Author of "A Receivership for Civilization:"

"We glory in the great work you are doing. The world needs it."

* * *

**Women's University Club, Seattle,
May 26, 1920:**

"A woman whom it is an honor to entertain, a pleasure to listen to, and an inspiration to see."

* * *

**William Jennings Bryan, Omaha,
July 20, 1916:**

"One of the most interesting and sincere speakers I have ever met. Her heart speaks as well as her head."

* * *

**Minneapolis Business Men's Association,
November 9, 1920:**

"The men all said your talk was the most humorous and 'human' we have had this year."

Lion's Club, Oakland, October 15, 1919:

"The applause given you by our members throughout your speech told of our enjoyment more plainly than I can."

* * *

**Jane Addams, Hull House, Chicago,
September, 1915:**

"Elsie Lincoln Benedict is doing some of the most helpful, needful work, and with the great success she thoroughly deserves."

* * *

Rotary Club, Berkeley, November 19, 1919:

"In the democratic, understandable way she speaks, in the soundness and sanity of her science, and in her own unspoiled personality, Elsie Lincoln Benedict ranks with the best public speakers and scientific teachers of this country. No one can hear her without being uplifted and inspired."

* * *

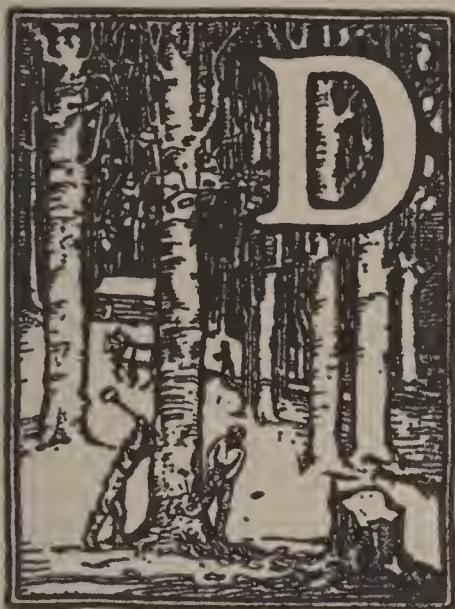
Henry Augustus Buchtel, Chancellor, University of Denver; Former Governor of Colorado:

"Elsie Lincoln Benedict is doing much to enrich the lives of aspiring men and women."

*Upon the face is written the record
of the life the man has led: the
prayers, the aspirations, the disap-
pointments, all he hoped to be and
was not—all are written there—
nothing is hidden, nor indeed can be.*

—Elbert Hubbard

Meet Your Personality!



O YOU sometimes wonder why friends, promotions you have earned or business opportunities that seem *certainly* coming your way—*pass you by*?

Do you have any definite notion of what people *really* think of you?

Do they like you, dislike you or *forget your existence*?

Do you think you make a good “first impression” or a wrong impression?

Do you know whether you interest, irritate or bore people?

Do you ever wonder whether something is *lacking* in your personality?

Do You Know—

What it is that people like about you?

What it is they do *not* like?

What has been interfering with your success?

How to make people like to do business with you? ☺ ☺

How to make people care for you?

How to recognize a psychological moment and
make one? ☺ ☺

How to put your best foot forward and keep it
there? ☺ ☺

How to gain cheerful service and respectful
attention? ☺ ☺

How to get a raise in salary?

What it was that *really* caused you to be fired?

How to test yourself for unpleasant mannerisms
that may be annoying to other people?

How to develop a magnetic personality?

What you do that "rubs people the wrong
way?" ☺ ☺

How to talk on your feet to few or many?

Why you can not keep your employees?

The colors, styles and lines that best express
your particular temperament and figure—in other
words, *how to dress for a purpose?*

How to win, without losing *more* than you win?

Your temperamental weaknesses and points of
strength? ☺ ☺

How to get authority along with responsibility?

Why your opinions carry no more weight?

Why you buy what you do *not* want?

Why you hesitate to approach people?

Why you are not promoted faster?

Why "*the more* you do for people *the less* they think of you?"

Why people impose on you, neglect you, forget you? ☺ ☺

Why you think of the right thing to say—*too late?* ☺ ☺

Why you do not get more invitations?

Why your friends and sweethearts drop away?

The Power of Personality

What is it that makes you like or dislike a man the first five minutes? Not his character, for you can not test it in that time. Not his learning, for you can not sound it. Not his ability, for you can not estimate it—though these are supposed to be the requisites for making favorable impressions.

It is his *personality*.

When all is said and done it is *this* which makes or mars your biggest chances in life.

Explain as we may, expatiate as we will, on the mental, moral or spiritual attributes *per se*, it is the expression and capitalization of all these through what we call a man's "*personality*" which make us like him, love him, wish to promote him, help him, vote for him, sacrifice ourselves for him, please him, marry him ☺ ☺

Though you possess unlimited beauty, brains, money, position, but have not personality you will live and die unloved and unknown. But even though you have none of these yet cultivate your personality you may acquire whatever you desire.

Great Personalities of History

Ability alone can make one a limited success; personality alone can make one famous; but ability *plus* personality can make one immortal.

Every great leader in history has possessed ability no greater than that of thousands around him. But one thing he had which they did not—an *untrammeled personality*. By it he expressed his own enthusiasm and fired theirs.

Men follow but one kind of leader—give up their homes, lay down their lives for but one—the man or woman of *personality*!

Ugliness, poverty, obscurity—these are but pebbles in the pathway, to the Bernhardts, Roosevelts, Cleopatras, Napoleons and Joans of Arc. Countless numbers of men and women around them possessed all the *actual knowledge, training, advantages and opportunities* these great personalities possessed—but failed because they *magnified* the pebbles into *boulders* and sat down beside them in the ruts ☺

Differences in Personalities

The difference between fame and failure is not the difference between one certain *kind* of personality and other kinds. History shows that no two illustrious men or women had the same kind of personality. Hardly any two can be found whose personalities even resemble each other, which shows that personality is *not* a thing to be copied, veneered upon the outside, assumed or imitated. Pretence, imitation—any attempt to substitute painting the *outside* for perfecting the *inside*—is fatal to personality.

Personality is something you *already have*—definitely, distinctly woven into your being. You can not lose it, exchange it for another, eradicate it or kill it.

What Ruins Your Personality

But there are several things you can do to it. You can smother it, inhibit it, repress it, strangle it, hold it in leash, crush it till it can not only do you *no good* but *endless harm*.

Between society's attempt to *kill* your real personality (by confining it to certain customs, manners and clothes)—and its refusal to *be killed* you develop into an excuse, a walking apology for your true self—like a sickly plant growing in a cellar when it ought to be flourishing in the sunlight.

Personality Not Accidental

To realize on *your* personality you must first know what kind of personality you possess and *how it affects others*. This can be done scientifically, simply and easily.

Science has recently discovered some important things about the origin and expression of personality which we never before suspected.

People used to think personality was the result of accident, but today we know it is no more accidental than is the rising of the sun.

We know it does not come from clothes, mannerisms, education, culture, etiquette or looks—though *all* these can brighten or blemish your personality.

Personality and Psychology

Today science proves that your personality is the result of the laws of biology and psychology—of your *inner* traits as shown by your *external* characteristics ☺ ☻

The fundamentals of your nature are the results of your bodily structure; but your personality—that sum total of what you express to the world—is the result of the commingling of hundreds of psychological traits and their expression through various parts of your organism.

How Mind Affects Muscle

The correlation of mind and muscle is a fact too well known to need repeating here. We know that every thought which flits through your consciousness leaves its trace in the fiber and cells of one or many parts of your body.

We know that certain distortions of the facial muscles always accompany fear, horror, suspense, mental anguish or grief. We know that entirely *opposite* muscular movements accompany thoughts of joy, love, hope and happiness. We know that after a few years of *habitually* thinking any of these thoughts the face will "set" in that mold; and having become permanent in the organism can be and is passed on to the offspring with the inner tendency which matches it.

Where Your Personality Shows

Today we know that certain external shapes, sizes and expressions mean certain internal conditions—certain mental, physical or spiritual tendencies—each written as indelibly on the *outside* of that person as is the address on an envelope. The chief externals indicating your personality traits are:

Your eyes

Your forehead
Your mouth
Your nose
Your chin
Your jaw
Your profile
Your face proportions
Your hands
Your blondness, brunetness or red-hairedness
Your movements
Your handshake
Your voice
Your postures
Your handwriting.

All of these are explained in this course. *What* each tells about your personality is fully illustrated and described; also *why* it tells it (the scientific reasons *back* of these discoveries). How each external trait is connected with the internal tendency is made clear and fascinating.

You can test every statement made in this course on any member of your family, any friend, associate or stranger—and *it will always work*.

The above list tells the marks by which the Human Analyst can read the inner personality of any individual ☺ ☺

How You Express Your Personality

The avenues through which you more or less inadequately *express* your personality to every one about you are:

- Your facial expression
- Your clothes
- Your figure
- Your speech
- Your actions.

Each of these is explained in this course, and *simple* but *definite* rules given for expressing your best, capitalizing your best, and being your best *all the time*.

This course shows you what all externals indicate concerning personality, so you can know *what kind of personality you have*. It shows you how to use each avenue of expression so you can *express and capitalize your inborn temperament*.

What This Course Shows You

These make it possible for you to know—

How to make people like you, admire you, love you & &

How to put your personality on a paying basis.

How to get business and keep it.

How to make people glad to give you what you ask & &

How to be attractive, interesting and convincing & &

How to talk well socially, professionally and in business & &

How to make people look up to you.

How to understand your personality.

How to capitalize your personality.

How to wake up to yourself.

How to make *others* wake up to you.

How to be an attractive woman.

How to be an attractive man.

How to be *human*.

It teaches you these things not by preaching or by generalities, but by *enabling you to "see yourself as others see you."*

It shows you *what has been holding you back, what you really seem to others, and how to correct it.* Thus it *helps you to help yourself*—the only kind of help that lasts!

In short, this course shows you *what* you are, *why* you are *where* you are, and *how to go where you desire* & &

It shows you *how to make the most of and realize on your personality.*

How Your Personality Reveals Itself



THE personality of any individual is the walking advertisement of himself which he publishes to the world. The language of this advertisement is the universal one of expression, gesture, posture, walk, handshake, voice and movements—and is read instantly by every person who sees you, regardless of how widely his race, nationality or native speaking tongue may differ from yours.

The same movements, mannerisms, gestures, postures and walk mean exactly the same to all men whether they be Russians, Chinese, Americans, Hindoos or Egyptians.

The stooped shoulders, the sunken chest, the hanging head say the same thing wherever they are found, while the lifted chest, the squared shoulders, the high-held head mean the exact opposite wherever and whenever *they* are found. Men tell their own story, in the main, to all other men. The tongue is the latest and most superficial avenue of human expression. It turns and twists

and tortures the truth—but a man's movements when considered as a whole tell no lies.

Facial Telegrams

Facial expression tells the facts about a man's temporary, fleeting feelings, moods, aversions, inclinations and dislikes as clearly to the trained eye, as a thermometer tells the temperature.

The set and mold of a man's face and all his features agree with his *habitual* attitudes.

What you are thinking at this moment you are printing, just as fast as the thoughts come into your mind, *across your face*, whether you realize it or not.

Also you are clicking off these same thoughts with your hands, just as a telegrapher clicks off messages on his keyboard. That the average man can not read what you are telling him does not alter the fact.

The average man stands in a railway station and fails to understand what the telegraph operator is saying in his message, but that does not change the fact that a perfectly definite message is being sent. It will be received by the trained man, at the other end—the man who has learned what these signals mean.

How Human Analysis Helps

The man trained in Human Analysis can catch the meaning of the messages sent out involuntarily from the mind by the telegraph keys in every human face, regardless of how hard the thinker tries to keep his thoughts to himself.

What is equally important, he can discover, through this most modern and practical of the human sciences, what he has been inadvertently telling of his private life broadcast, and what impressions the world has been getting of him.

By knowing these things, as they are explained in this course on Personality, he can learn how to bring his best to the surface from out the depths where the average person keeps his finest qualities, and make them count.

He can find, through this course, what his traits and temperament are, how he affects other people and what he can do with greatest ease and enjoyment to publish the kind of an advertisement to the world that shall make the world like him, admire him, respect him, value him and give him what he wants ☺ ☺

These and hundreds of other equally vital and fascinating facts are included in this course, "How To Realize On Your Personality."

Marconigrams From Your Eyes

Just as the hands and face send telegraph messages out into the surrounding world every waking moment, your eyes send the wirelesses—little “Marconigrams”—every waking moment.

What you are feeling at this instant is automatically translating itself into some facial expression.

Only the most intensive and long-continued training can prevent your eyes telling your passing thoughts to the outside world, and then you conceal them much less than you imagine.

The mind and the muscles are so intricately and deeply interwoven that whatever affects one affects the other. For countless centuries man's muscles were the untrammelled publishers of his mind, and the effort to control them or to make them tell one thing when the mind means another is so recent that no human being has yet learned how to do it effectively.

The Inward Battle

So perfect and attuned is this mind-muscle mechanism that whenever your mind thinks a thing the tendency to tell it aloud is so strong in your muscles it is almost impossible to keep them from doing it. When, for any purpose or reason,

you hold the check-rein on these muscles, put the brake on them or throttle their attempt to do so, you create a conflict, an inward battle.

It is this inward battle, which those around you see, and which tells them you are not sincere. This and this only is what makes it impossible for any man successfully to deceive people. The world may not know what it is you DO think *at the time*, but they see from the conflict which is going on between your mind and muscles that you do *not* think what you are trying to make them believe.

Deceivers Detected

So it happens that though many people, especially those with "society" training, are taught how *not* to tell what they mean, they never succeed in making people believe in their sincerity at these times. They merely make themselves suspected, and sooner or later the world finds out what that person's main thoughts are.

The sad part of this is that if we wait till we learn from experience which persons are true and which ones false we pay an enormous price in time, money, disillusionment, thwarted hopes, big business chances—myriads of opportunities which are of the utmost importance to our success and happiness.

Human Analysis shows us, in this course on Personality, how to know the spurious from the sincere, and thus not only save ourselves endless heartaches but make the most of every relationship.

Two Kinds of Smiles

One of the thousands of interesting things this course tells you is the real differences in smiles.

A human being smiles in many places when he is really pleased, though you may never have noticed this ☺ ☺

Since the dog is man's best and truest animal friend, and has become so because for so many centuries he has associated with man, it will not be amiss to remind you of how even the dog *smiles all over*—with his wagging tail, his eyes, his mouth, his shoulders, his body. He is the most expressive of animals because he has copied, from this age-old association, the expressiveness of human beings. The law of suggestion is the most powerful in the universe and no creature lives who is immune from it ☺ ☺

The dog lived with man in those early stages of human history when man was primitive and expressed, without reserve, just what he thought and felt. Man has tried for ages now to conceal

his thoughts, but the dog has not learned this, and because of it is an excellent reminder of what the natural human psycho-physical reactions are.

There are many places to look for smiles in human beings, but there are two main ones—the eyes and the mouth.

The average person thinks he smiles only with his mouth and imagines if he stretches his mouth-muscles across his teeth when he wishes to pretend he is pleased it will deceive the other fellow.

But it never does. Though he has never figured it out for himself and does n't use this knowledge because it is mostly subconscious, the other fellow *feels* that such a one does n't mean his smile, and he feels it because the *eyes did n't keep up with the mouth*.

By learning how the eyes and mouth are co-ordinated you can test the sincerity of any individual's smile—a fact very important to us all.

Foreheads and Frowns

The forehead of every man tells hundreds of vital things about him. Its shape and size reveal his mentality—that most important thing about any being.

The average person thinks of foreheads only as a place where frowns grow. Early in life he learns

to read people on sight according to whether their foreheads are placid or puckered. The year-old babe reads his mother's mood from it and the five-year old hears its commands as plainly as words when he gets into mischief.

But the human forehead is a tablet on which is carven the most important things for every individual to know about himself.

No man is better than his brain. Your brain is the thing that determines how far and how fast you will travel through life and indicates with amazing and astounding accuracy the general destination at which you will arrive.

Your Forehead Tells These Facts

The *amount* of your mentality

The *kind* of your mentality

The *quickness* of your mentality

The *quality* of your mentality

The *keenness* of your mentality

The *abilities* of your mentality

Your forehead tells literally hundreds of other significant truths about your mind. Questions concerning the type, traits, tendencies, talents, possibilities and powers of your mentality are answered by the shape of your forehead.

What you learn in this course about your forehead alone will be worth ten times as much to you as the price of the entire course.

Mouths and Mentalities

The mouth of every person tells many things about him besides those it talks with its lips. Yet most people think of a mouth in terms of two lips and what those lips say.

Of all the facts told about you in your mouth the words from your lips tell the least. To the eye trained in Human Analysis your mouth tells a volume that you do not dream you are revealing—a volume of such stupendous significance in your life that the most profitable effort you could make is one to read its contents.

For what your mouth tells is almost as vital as what your forehead tells. There is this difference: your forehead tells your natural, inborn mental trends and talents.

But your mouth shows what you have done with your mind, how you have used your mind, whether you rule your life or let life ruin you; whether you have been using your particular kind of mind as it was meant to be used or have allowed it to become disorganized and disintegrated.

More Told By Mouths

In addition to these vital things a man's mouth tells scores of others including whether he is:

Stingy, provident or extravagant.

Hard-hearted, soft-hearted or sensible.

Sensual, sexual, cold, unsentimental or loving.

Easily influenced, reasonable or impossible to convince & &

Organized, unorganized or disorganized.

Happy-minded or sad-minded.

Your "Eye-Witnesses"

Your eyes are like two witnesses that are testifying as to the state of your mind at that particular moment and also telling the kinds of thoughts you have habitually indulged in throughout your life.

Among other things which your eyes inevitably and inadvertently tell about you, as shown in this course, are; whether you are—

Frank, reticent or secretive.

Skeptical, suspicious, or trusting.

Gullible, confiding or underhanded.

Intelligent, intellectual or ignorant.

A "live wire" or "a dead one."

And hundreds of other facts which are fully explained and illustrated.

News Published By Your Nose

We are so accustomed to these funny little knobs in the middle of our faces we never realize how interesting and even eloquent our noses are. Least of all does the average person realize how much his nose tells about his personality. And he is amazed and amused when he finds, through Human Analysis, that every man's nose tells such things about him as whether he is:

Old for his years or never grows up.

A "born pessimist" or a "born optimist."

Minds his own business or is curious about other people's.

Erratic, eccentric, esthetic or melancholic.

Serious, sad, or humorous.

Sensitive, indifferent, aggressive or artistic.

Lessons in Lips

The lips of men may lie when they speak words, but no man's lips can help telling, in their size, shape and structure the utter truth about some of the most interesting facts of his personality, such as whether he is:

Susceptible to impersonal or direct flattery.

Firm, unyielding, pliant, perverse or cruel.

Easy to live with or "Impossible to live with."

A man of good thoughts, purposive thoughts or wrong thoughts.

Undependable, reliable or "fussy."

Quarrelsome, questioning or querulous.

Lax, loose, moral or immoral.

Weak, strong, definite, careless or careful.

A man with a "dollar mouth," a "mental mouth" or a love-making mouth."

Jargon of Your Jaw

Your jaw has a jargon all its own, and among scores of other important things always tells whether a man is:

Decisive, concise, indecisive.

One who "lets people step on him" or one who "makes a door mat" of others.

Deferential, tactful or dogged.

Obstinate, obdurate, amenable or stubborn.

One who habitually goes too far or not far enough ☺ ☺

That Open Book—Your Front Face

Every man's front face is like an open book. All other men read a word of it here and there, but only those who have learned the code of Human Analysis can read this book from cover to cover.

The ignorance of the average person concerning the great facts told by the various features of the face and body is a sad thing. Sad because the average person finds failure and unhappiness overwhelming him everywhere and leads a wretched life as a result, whereas, by knowing these vital facts about himself, he could change so much of it to success and joy ☺ ☺

If the everyday man and woman knew what traits are told by their front faces alone they could change most of their unhappiness into happiness, for the front face tells things so necessary that those who never learn them are almost certain to go down to oblivion or mediocrity.

Here are just a few of the dozens of facts told about your personality and abilities from your front face. For instance, whether:

You work best over, under or with others.

Domineer over, drive, antagonize or control others ☺ ☺

Belong in work where you direct others, are directed by others or work independently.

Whether you have much, little or average mental energy and how to use it.

Whether you have much, little or average physical energy and how to apply it.

Whether you are destructive, deficient or highly developed, mentally.

Whether you are responsive, strenuous, impractical, amenable or immovable.

Whether you stand naturally a chance of dying young, living long or likely to pass out at middle age ☺ ☺

Whether you have a sense of humor or can't see a joke till it bites you.

Whether you are an outdoor or an indoor person by nature and what to do about it.

Whether you belong in work of routine, responsibility or of many ramifications.

Whether you are normal, supernormal or subnormal in any of the traits of personality.

Whether you are practical, spiritual, ethical or material and how to make the most of whatever you are ☺ ☺

Whether you should specialize in certain general lines or in specific branches of work.

Whether you belong in practical, intellectual, educational, commercial or professional work.

Whether it is your hands, your face or your tongue that most need controlling.

Whether you have too little, the right amount or too much determination.

Whether you have too much or too little persistence and what to do about it.

Your front face tells myriads of other essential facts about you, which can not, for lack of space, be enumerated here, all of which are as necessary to success and happiness as those named above.

Your Magic Wand

The size, shape and structure of your hands tell whether they are efficient or inefficient partners of your brain. But we have seen and used our hands so long we have no appreciation of their wonders and powers.

The fact that man's first plaything was his own hand made him take it and its marvels for granted long ago. But the fact remains that your hand is not only the vice-president to your brain and the mechanism to which all construction and modern civilization are due, but it tells, about each individual, some of the most startling and important facts, a few of which are:

The amount of your physicality as compared to your mentality.

Whether you are most alert, physically, socially, emotionally or mentally.

Whether you are a generalizer or a specializer.

Whether you are responsive, unbending, affable, head-working or hand-working.

Whether a man is underhanded, devious or straightforward & &

Whether a man is an artist, a creator of art, or only an appreciator of it.

Whether a man is open-handed or "close-fisted" about money.

Whether he has a positive or a passive will.

Blonds, Brunets and the Red-Haired

You have always heard that blonds and brunets differ from each other. This is true, but the misconceptions concerning these differences are numerous and sometimes pernicious. It is to be deplored that people believe "so much that ain't so" about blonds and brunets, especially as the actual facts are even more fascinating and romantic than these far-fetched fairy tales which have been popularly accepted by the average individual.

This course in "How To Realize On Your Personality" has compiled the scientific facts about the real differences between blonds and brunets and put them into a story as thrilling as fiction and as practical as a greenback.

Nor has it stopped there. In it is published, for

the first time in any language, the real and romantic reason for the strange traits of the red-haired.

Every person will tell you that red-haired people are different from others, and such is the case, but never before in any book, article, or printed page have these actual traits been classified and explained. In this course is included a graphic chart illuminating the entire matter of blond, brunet and red-haired traits in so vivid a way that it will be stamped instantly and permanently upon your mind.

Other Fascinating Facts and Figures

Among the thousands of other fascinating questions, this course answers interesting queries concerning things we have always wondered about and to which we have had no clew, such as:

Why is it that some of the most persistent, concentrated people get nowhere, while apparently slack, shifty ones make fortunes?

Why is it that the seemingly most healthy and strong suddenly drop off while the frail often live to a great age?

Why is it that some of the best things in life go to the worst people and so many of the worst things befall the best and kindest of people?

Why is it that the people of greatest determination often make a mess of their lives while easy-going ne'er-do-wells often strike it rich in various ways? ☺ ☺

Why is it that the people who induce you to tell them your private affairs never tell you theirs?

Why are more than 83 per cent of all American suicides brunets?

Why are most of the red-haired in politics?

Why are most professional people brunets, most commercial ones blonds, and why do most salesmen have big noses and square hands?

Why do some things and some people "get your goat," while worse ones leave you unruffled?

Why are you predominantly blue or buoyant?

Why is it that the man who most appreciates and enjoys artistic things is usually unable to create them?

Why is it that the argument which convinces you has no effect on some one else and those that appeal to him don't interest you at all?

Why do some people make good orators without trying and others can't think on their feet?

Why do men with the keenest brains often get into trouble, jail or the penitentiary?

Why do the good things of life seem so often to

"fall into the laps of fools" while the hard-working, church-going, debt-paying personality so often gets "the small end of things?"

Why is the man you would n't for the world marry yourself the one you pick out for your daughter? ☺ ☺

Why do the Irish so often have light blue eyes with black hair?

Why are the Swedes, Norwegians, Danes and Finns towheaded?

Why is the typical Englishmen tall and blond, and the Frenchman short and brunet?

Why does the Albino have milk-white skin, pink eyes and snowy hair?

Why are the most painstaking people often the poorest while those who give so many things "a lick and a promise" make money?

Why and where does a tricky personality give himself away?

Why does a man's neck tell whether he has a chance of long or short life?

Why has the most aggressive race on earth the largest nose?

Why does every golf champion have a certain shape of face?

Why does every pugilist have another shape of

face and one that is entirely different from that of the tennis champions, though all these are specialists in physical activity?

Why can one type of man stay well without exercise while another fades away if tied to a desk or compelled to work within four walls?

Why do a man's teeth tell a vital fact about his mental and physical health?

Why is a man's handwriting significant and exactly how much does it tell about him?

Why is it that what makes one man like you makes another dislike you?

Why is it that the kind of entertainment which cheers one person bores another?

Why is it fatal for two opposite temperaments to spend a vacation together?

Why does the person who makes a wonderful sweetheart often make such a poor husband or wife?

Why do two red-haired people almost never marry? ☺ ☺

Why are certain temperaments promoted faster than others, given better salaries and sought after socially while others are "wall flowers?"

Why is it that a man seldom proposes to the girl he is craziest about, while a woman prefers to marry the man she is wildest over, no matter what he is?

Why do traffic cops enjoy their jobs?

Why do the "mannish" women marry feminine men, and vice versa?

Why are some of the best-brained people failures and some of the most ordinary-minded successful? ☺ ☺

Why does the stickler for little things let big ones go, and vice versa?

Why does your chin tell on you and what does it betray? ☺ ☺

Why is a certain temperament "two-faced?"

All these and many other baffling questions are answered by science in the interesting course.

Do You Know—

That Roosevelt's success came from the traits told in his jaw?

That Susan B. Anthony's fame was due to her profile?

That a half-inch less of chin would have changed the whole life history of Woodrow Wilson?

That two little lines in Bryan's face tell the traits that made him the greatest modern orator?

That Dr. Anna Howard Shaw's ability centered around the gift shown on the top of her forehead?

That John J. Pershing was chosen to lead "The

Yanks" because of the two traits shown in two different places on his side-head?

That every world-famous artist has a certain kind of hand?

That the achievements of Carrie Chapman Catt, world leader in the woman suffrage cause, resulted from traits plainly indicated in the lower half of her face?

That Ben B. Lindsey, noted "Kid's Judge" of the Juvenile Court, has risen to fame from the tendencies shown in his front face?

That Charlie Chaplin's career would never have been if he had been different in a certain part of his brow?

That Mary Pickford's fame has come less from her golden curls than from the characteristics shown in her nose?

That George Creel, well-known reformer, muckraker, and prominent as head of the Bureau of Public Information during the war, has built his life around his underslung lower jaw?

That it was his eyes and mouth traits which brought fame to Robert G. Ingersoll?

That the exact opposite ones brought the opposite kind of fame to Cardinal Gibbons?

That Henry Ford and John D. Rockefeller,

the two richest men in America, (and every other multimillionaire) are exactly alike in one place on their temples?

That Elbert Hubbard's attainments were the inevitable results of his front face characteristics?

That Mark Twain's fame came from the traits shown in the shape of his nose and two interesting places just above his eyes?

That Abraham Lincoln's immortal glory came from the character clearly indicated in his frame, his deep-set eyes and his deeply indented chin?

That William Howard Taft's three chins explain why he has been appointed and elected to more high offices in the U. S. than any other American?

That Billy Sunday's career has grown naturally out of his jaw?

That Babe Ruth's hands and eyes are the two things that made him the "home-run hitter?"

That Orison Swett Marden's books are the natural fruit of his particular shape of "dome?"

That Elihu Root's history has been built around his eyes?

That W. S. Hart's has been built around his skeleton?

That Samuel Gompers' power has been the harvest of his profile and height?

That David Wark Griffith has risen to his present eminence as the result of the width of his forehead?

That Jane Addams of Hull House has achieved preeminence because of the traits shown in her mouth?

That the fame of Arthur Brisbane, greatest editorial writer in the world, has come from a trait clearly indicated in the "set" of his eyes?

That the two greatest living American humorists, Booth Tarkington and George Ade, have in common something much more important than their residence in Indiana?

That Galli Curci's illustrious career came inevitably from the length, height and width of her nose section?

That Fay King, best known woman cartoonist in America, has risen to prominence from traits plainly shown in the ends and length of her fingers?

That Thomas A. Edison's characteristics all show in his face and that his face is a composite of the desirable traits as taught by Human Analysis?

The reasons for these and the thousands of other helpful, practical, interesting things are fully explained in this wonderful course and graphically diagramed in one hundred illustrations.

CHAPTER I

What Your Features Tell About Your Personality

Part One

THE EYES



ENTURIES ago the eyes were named "the windows of the soul." This ancient maxim has come down to us because it is true. A man's spirit shines out through his eyes.

Just as a man's face is the front view of his house, his eyes are its front windows. Through them you can see the "inside" of his nature as plainly as you can see into a man's front room at night when all the lights are on.

The Drawn Blinds

When for any reason a man wishes to conceal his actions he pulls down the blinds of his windows. So when a man is thinking or doing anything he wishes

to conceal from others he automatically draws the blinds, his eyelids, as closely over his eyes as possible.

The eye which is merely drawn together does not necessarily indicate that the man is doing anything wrong, any more than pulling down your window shades at night indicates wrongdoing inside. It may be that he is naturally modest, retiring, repressed or timid.

“He Has A Bad Eye”

How many times you have heard some one say, “I don’t trust that man. He talks all right and seems all right, but—he has a bad eye.”

So, you see, mankind has been analyzing people on sight for ages—only we have but recently classified, clarified and compiled our knowledge.

Eyes Tell Intelligence

The world is talking much these days of “intelligence tests,” but the most authentic, quickest and surest proof of any creature’s intelligence is found in his eyes ☺ ☺

This is not to be confused with “intellectuality” nor education—a man may have both of these and lack intelligence. It means the *native mental quickness* or *keenness* of a creature—his capacity for

sensing a situation and making the most of it, instead of being baffled or defeated by it.

The "Alive" Eye

The "alive eye" can not be pictured; it eludes the brush, the pen and even the camera. But it can be *felt* and *seen* in action. This intangible something which instantly impresses and wins you is the liveliness of the mind behind it.

The Frank Eye

People are just about as open as their eyes are. Eyes that are habitually wide open denote a frank personality. See Chart 27, Fig. A.

Sometimes the open-eyed person is compelled by circumstances to conceal something, but he never enjoys it and is glad when it is over.

He likes to disclose his affairs. You know a week in advance all about the dinner he is going to, what he is going to wear, whom he is going with; and the day after he will tell you what happened, what everybody else wore and said and did.

The Penalty of Frankness

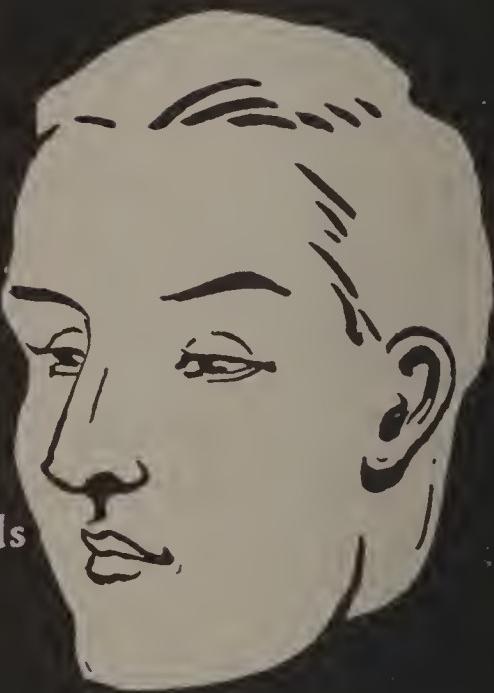
This habit of dilating upon his private concerns often brings this man a good deal of disillusionment.

A



Wide-open eyes
FRANKNESS

B



Overhanging Upper Eyelids
RETICENCE

He finds that his friends have not kept his confidences. Others think him queer to have so revealed himself. Less frank people are shocked by his outspokenness; while extremely secretive people are sometimes repelled by it.

Talks Easily

So it happens that the open-eyed person of thirty will not tell you quite everything the first five minutes as he used to do at twenty. He has had some sad lessons.

But if his eyes are really the kind that *stand open*, he does not *like* to hide anything. No matter how essential to his own welfare concealment may be, he will come pretty near telling you the whole story after a few days.

The Reticent Eye

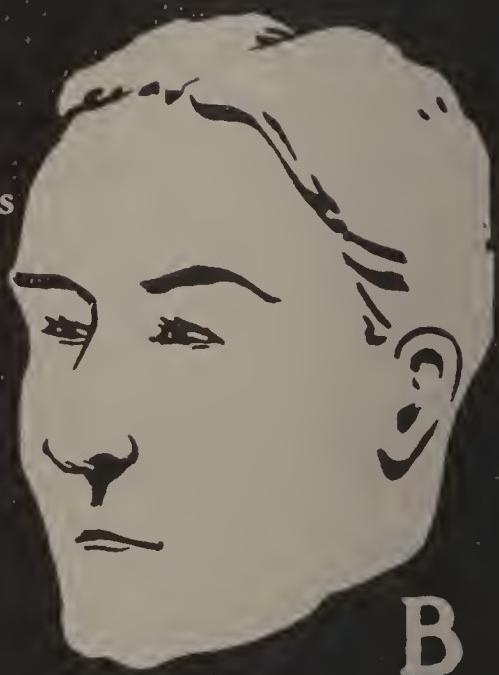
When you see a person whose *upper* eyelids hang far *down* over the eyeballs, you are looking at one who is naturally *reticent*. See Chart 27, Fig. B. This individual dislikes to discuss his private business, and is irritated when people try to make him do so.

These are not necessarily things that need to be kept secret—often they are no more significant than the new suit he has purchased; but he simply prefers to keep them to himself.



Large, wide-open,
far-apart eyes

**CREDULOUS,
TRUSTING**



Small, close-together eyes
with close-drawn lids

**SHREWED
SKEPTICAL**

Large, Far-Apart Eyes

Eyes that are very large, very far apart, and very *wide-open* denote a personality that is *trusting and credulous*. See Chart 28, Fig. A. Such a person is child-like in faith, especially his faith in people.

For this reason he is a victim of deception and trickery more often than any other type.

Confidence Victims

An expert confidence man who had eluded the police for a decade was caught in New York and finally confessed. A newspaper reporter, interviewing him at Sing Sing, asked him this question: "Did you find there was any particular kind of individual more susceptible than others to your confidence games?" ☺ ☺

"Certainly," he answered. "I always selected people with the largest, most wide-open, far-apart eyes. They are naturally trusting and unsuspicious. The other kind used to suspect me when I was not doing anything at all!"

Small, Close-Drawn Eyes

Small eyes, whose lower lids *creep up* on the eyeball and almost meet the upper ones, are the eyes of the *skeptical, suspicious* person. See Chart 28, Fig. B.

If in addition to this his eyes are *very close together*, he is *shrewd*, hard to convince of anything—the *exact opposite* of the open-eyed, wide-eyed person. If he lacks any of these three characteristics, he is not so shrewd or skeptical as to be cunning or dangerous. But he will always exhibit a good deal of canniness and a large amount of foresight in all his relationships with others.

The Why Of This Eye

Stand in front of your mirror and let a thought of skepticism about something go through your mind. Don't think about your eyes, just let them alone. See how they stiffen and get cold!

Now think of some one of whom you are actually suspicious—some one whose motives you feel sure are dishonest. See how those lower lids creep up your eyeballs and how the upper ones come down to meet them, making all those fine little puckers at the corners!

But when you are full of faith your eyelids no longer stand on guard. They recede, and the eye opens wide. All Madonnas are painted with large eyes, and the very devout or prayerful with eyes which roll upward entirely away from the lower lid ☺ ☺

The Lower Lid's Significance

The lower eyelid is the crucial point in the *skeptical* eye. The *upper* eyelid may hang far over and the person be only reticent or taciturn, but when the *lower lid fits up very high* on the eyeball the owner is always *suspicious*.

Now when a man has indulged in suspicions habitually he has kept his lower eyelids up there habitually, till they are "all screwed up" and "set" permanently in that position.

Three Things About Eyes

Here then are the three things told by the different characteristics of the eyes: the *lower lid* tells the amount of *inborn skepticism* in a man's personality; the *upper eyelid* tells the amount of his *inborn frankness*; and the *distance apart* tells the amount of *natural credulity* he possesses.

The Cold, Hard Eye

The cold, hard eye goes with none but the cold, hard nature. The man who can look upon the suffering of any living thing without showing it in his eyes is cruel.

The Warm, Soft Eye

You recall the warm, soft eye which is the opposite

of the one described above. It always goes with an exactly opposite kind of nature.

A warm heart, responsive to the woes of others, an outgoing attitude and a tendency to give much, are other characteristics of these people. They are invariably good, kind and loving.

The Sad Eye

There is an eye that bespeaks a sad, drooping personality, and that eye itself is sad and drooping. It says more plainly than words, "I am unhappy. This Pollyanna business is nonsense. Life is just a game with all the dice loaded against you."

Many people born with large, beautifully-set eyes have ruined them by this mental attitude ☹

The Glad Eye

You all know the happy eye. It sings and dances. It is the one you are always glad to see coming, that puts a new color on the day; that makes you see the world as a rosier, better place to live in.

The Radiant Eye

Quite different from these, and with a psychology all its own, is the radiant eye. It is not merely like the soft eye nor the happy eye, but has both these

qualities and more. It is *luminous, glowing*—impossible to describe but readily recognized and never to be forgotten.

This is an eye from out of which seems to shine the *soul* of the person. It is the eye of the most charming, expressive, untrammelled personalities. Such a one seems like an old friend from the first moment. Unless you are a naturally suspicious nature—which God grant you are not!—he instantly wins you over.

And well he may, for he is the type of personality that combines great natural intelligence with great natural generosity—a big brain with a big heart.

The Selfish Eye

The selfish man has an eye the opposite of this. He has often been called the “beady-eyed”—implying rat-like cunning and caution. Such a man does not care what becomes of you or humanity. He is looking out for himself. His eyes lack radiance and warmth—though they have the ferret’s keen, piercing glance whenever his own interests are involved.

The Shifty Eye

The “shifty eye” has long been a bone of contention. It used to be supposed that the man whose

glance roved away from yours when talking with you was dishonest, and this is often true.

But we have come to realize that there is a great difference between the shifty eye that *dodges* you and the roving eye that merely *looks at* other (and sometimes more interesting!) things while you are speaking. Timidity is often the cause of this looking away. So do not misjudge.

The Stern Eye

Still different is the steely eye. This is the eye that looks straight *at* you when you are speaking but *does not change expression*—that tries to get full information from you while refusing to divulge any.

This person is usually on the defensive. Either he is afraid of you, distrustful of your motives, fighting within himself not to agree with you, or he is out-and-out opposed to you. He may hate you, fear you or be merely envious or jealous of you, but in any of these cases his expression will approximate this metallic, inhuman look you see best illustrated in Chart 28, Fig. B.

Eyes In General

In general, remember these things about eyes: look out for people who move their eyes *without* mov-

ing their heads—who change the direction of the *glance* without changing the direction in which the *face* is pointing.

This is the furtive person—one who hopes to “get something on you.” He is not to be trusted. The reason he suspects others and is always trying to catch them at something is that he judges them by himself. “Be suspicious only of the suspicious man,” said Elbert Hubbard. Pin your faith to the folks who turn their *heads* when turning their *attention*.

Also be careful of those whose eyes never light up till *their own* affairs are under discussion. Such a one is *selfish* and *egotistical*.

Be careful of that person whose *eyes* do not smile when his *lips* do. He is pretending. His tongue may say, “I’m so glad to see you,” and his mouth may open in a brilliant, teeth-flashing smile—but if his eyes do not join in the chorus he is saying something he does *not* mean.



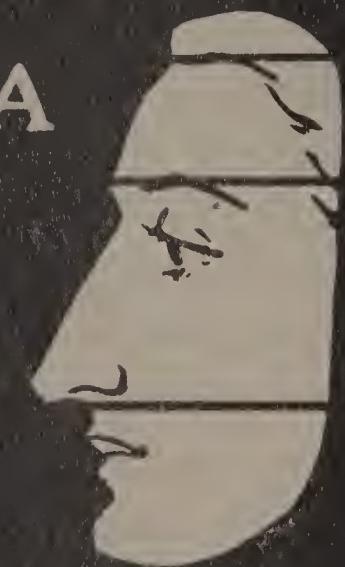
Part Two

NOSES

NOSES, being our most conspicuous feature and one impossible to camouflage, have always been of great interest to the student of human



A



Long nose

The MATURE
Personality

B



Short nose

The IMMATURE
Personality



nature. Leaving out all the minor points still in controversy, we will confine ourselves to those traits of personality which all scientists agree are indicated by the size, shape or structure of the nose.

The Long Nose

A nose that takes up more than its third of the length of the face (see Chart 29, Fig. A) is called "*the mature nose*," and always indicates a natural maturity of mind.

Such an individual is less babyish, even in childhood, than others, and is often called "old for his years." This does not necessarily mean greater or better intelligence, but merely the kind of intelligence that runs to more mature subjects than the average ☺ ☺

The Short Nose

A short nose is one that takes up less than its third of the length of the face. See Chart 29, Fig. B.

The owner of this nose is invariably less staid and serious than the long-nosed man. Whereas the latter invariably looks at everything more as an adult, even when he is a child, the short-nosed person continues to take a child's interest in many youthful things long after he is an adult.



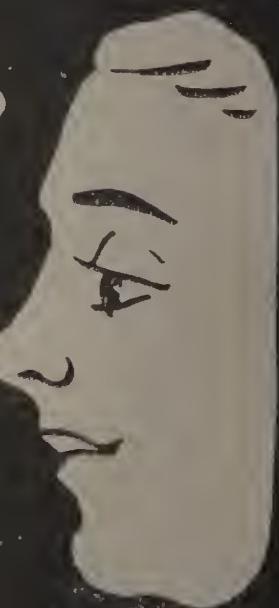
A



Long nose
with drooping end
The PESSIMISTIC
Personality

B

Short nose
with upturned end
The OPTIMISTIC
Personality



The "Born Pessimist"

You know some people so pessimistic they naturally incline to looking on the dark side of things. Instead of being glad during prosperity, such a person is worried for fear it will stop, and when this very attitude *makes it stop*, says, "I knew it could n't last!"

When everything points to uninterrupted happiness he "feels in his bones" something is coming to upset it. No joy is joy to him, for he won't let himself enjoy it.

Any person who habitually looks for the fly in the ointment or the hole in the doughnut betrays this attitude by several different bodily signs, one of which is his

Long, Drooping Nose

This is the nose of unusual length whose tip hangs down. See Chart 30, Fig. A.

Do not confuse this with the merely long nose referred to before, nor with the merely drooping nose. It must have *both* these qualities to indicate inborn pessimistic tendencies.

You say it reminds you of the wicked old witches' noses in the fairy books. We learned centuries ago that dire, gloomy folks always have noses like this, and the makers of the fairy books know it.

The Short, Upturned Nose

You know some other people who automatically look at the bright side of everything, who espy something to be joyful over even when things are at their worst.

Find a man or woman who simply can't get the blues, who laughs at his troubles and does n't remember he has any, and you will see one with a nose that turns up at the end. If he is actually child-like in his attitude toward misfortune, never seeming to know it has touched him, he will have a nose very much like the one in Chart 30, Fig. B.

You will note that this is the immature nose combined with the optimistic nose. These two qualities enable him to pass through many hard experiences without minding them.

The Erratic Nose

A nose that differs distinctly from the average *in any way* denotes a *difference from the average* in that person's personality.

But there is one kind of nose which denotes the greatest divergence from the average, and that is the one you see in Chart 31, Fig. A. This is the *erratic* nose, and always goes with a nature at least slightly eccentric. Such a person will not necessarily

be erratic in large ways or in his general make-up, but you will find his personality *eccentric* in little places where you least expect it—tenacious adherence to certain things that the average person never gives a thought to.

These little habits may be good, bad or indifferent, and they are as often one as the other. Sometimes these things are so personal and trivial they pass unnoticed for years, but they are always there.

We knew a cultivated, gracious woman with this type of nose. She was apparently free from eccentricities, and when this chart was shown to the class in Personality her friends declared she was an exception; whereupon she told of eccentricities she had always clung to—one of which was never to call upon business people without an American Beauty rose in her belt.

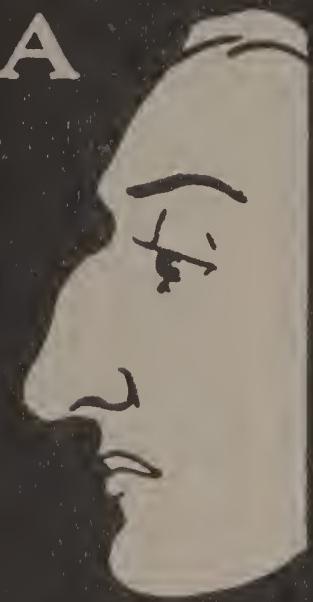
"Why I do this I don't know," she said. "It is not because I think it especially effective, for sometimes it is not, but I simply don't care to talk business without it."

Mark Twain's Nose

A striking example of how nose-shape indicates traits of personality was seen in Mark Twain. His was a combination of the pessimist's nose (Chart



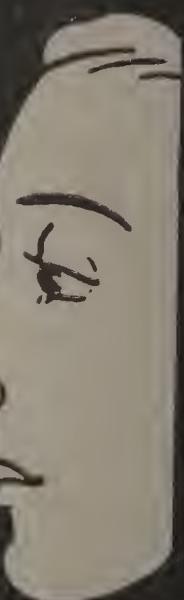
A



Erratic nose

The ECCENTRIC

B



Sensitive nose

The ESTHETIC



30, Fig. A) and the erratic nose (Chart 31, Fig. A). These traits were strikingly blended in his personality ☺ ☺

Pessimism and Humor

Mark Twain's pessimism was not as extreme as that expressed by the "Drooping Nose," for his nose was not as extreme as this one. But for all his humor he was the saddest of men—as his intimate friends (including William Dean Howells and Albert Bigelow Paine, his biographer) all testify.

"Fear of the future and regret for certain past episodes in which he had been entirely blameless, haunted his mind to the day of his death," one biographer says of him. "Remorse, the darkest side of grief, was his constant companion. Though innocent of any oversight whatever, he blamed himself for the death of three members of his family." ☺ ☺

He always declared his brother would not have died had he not allowed him to make that particular trip up the Mississippi; that his daughter Susie, whose death occurred while he was abroad, would not have died had he stayed at home and properly cared for her; and that his little son, who died of diphtheria at four, would have lived if he

had not neglected to keep him warmly covered while out driving one winter's day in Buffalo.

Mark Twain's wit, like that of every great humorist, was only the reverse side of an inherently serious nature. Jokesters, punsters and wags may be naturally optimistic, but the kind of humor that sinks deep into human hearts is possible only to the man who has gone through Gethsemanes himself.

Look at Dante's nose and you will see why he chose "The Inferno" as a theme.

Twain's "All White"

Mark Twain showed his eccentricities—indicated by the high, erratic bridge in his nose, similar to that in Chart 31, Fig. A—in various ways. The most famous was that all the latter years of his life—winter and summer—he wore nothing but white.

The Sensitive Nose

This is called the "poet's nose." See Chart 31, Fig. B. It does not necessarily differ in size or general shape from the average nose, but you will soon learn to detect it because it bears these unmistakable marks: Delicate nostrils, chiseled tip, sensitive poise and indefinable lines of refinement ☙ ☙

It is no mere meaty projection, as some noses are. It has little curves and indentations that bespeak a highly sensitive personality.

Such people are naturally refined. Training or no training, this person avoids the vulgar and cultivates the esthetic. He may not create anything artistic, but he will appreciate it. He may be an indolent ne'er do well or a busy business man (according to some other traits in his personality) but he will always prefer gentility to brutality and harmony to conflict.



Part Three

THE MOUTH

OUR NOSES are made for us, but we make our own mouths. Of course you are born with some kind of opening in your face, but what that opening looks like when you are thirty depends on *you*.

Its expression, the way it sets, its meaning and mystery—the whole story it tells—is what **YOU** make it. The way you have lived, the thoughts you have been thinking in those years, the feelings and emotions you have indulged in, the flights of your spirit and the gratification of your instincts—the

true record of them all is told by the expression of your mouth ☺ ☺

The size of your mouth tells many things, but the expression tells more important ones. Your mouth may be very different in size from another man's and yet tell the same story as his, if you have lived the same kind of life.

How You Make Your Mouth

The reason is that, while the other parts of your face are fitted with muscles over which control is restricted, your mouth is equipped with *voluntary* muscles which respond instantaneously to the slightest thought or feeling that flits through your consciousness ☺ ☺

Every idea and emotion leaves its little record written upon your mouth. If one kind of thought goes through your mind but rarely the record will not be plain enough to read. But if it is a habit of yours to think such thoughts and feel such feelings, the story they leave behind will, by the time you are thirty, be so plain that any one who has studied Human Analysis can read it as easily as print.

The Large, Lax Mouth

A mouth which has large, lax, meaty lips and hangs

open is the mouth of the primitive nature. See Chart 32, Fig. A. Such a man is almost as much animal as human. He eats heavily, fights frequently, thinks little, reads almost nothing, and mates as do the beasts of the field.

The Tight, Pinched Mouth

A mouth with thin lips that are drawn so tightly together as to look pinched and puckered is the mouth of the "fusser." See Chart 32, Fig. B. This person is petty over trifles and a stickler for his smallest rights. Everything has to be done "just so." He wants his egg fried on the same side every time, his coffee exactly as specified, and his toast a particular shade of brown.

The Loving Mouth

Mouths that are soft, beautifully curved—"cupid's bows"—like the one shown in Chart 32, Fig. C, are those of a loving personality. He lives for love, he lives *to* love, and is happy only when *in* love. He admires sentiment and seeks it in everything.

This is essentially the expression of the sweetheart, the young lover, the brooding mother. It is one that habitually comes over any mouth when thoughts of love cross the mind.

A



Large lax mouth

LAX, PRIMITIVE nature

B



Tight, pinched mouth

The FUSSER

C



Cupid's bow lips

The LOVING mouth

D



Firm, solid mouth

The FIRM Personality

MD

The Firm Mouth

Lips that stand firmly but not fiercely together, that are of medium thickness and definite contours, are the lips of firm personalities. See Chart 32, Fig. D. This person may not dislike sentiment but he does not indulge in sentimentality.

It is one of the strongest personalities known—intelligent, self-directing and self-controlled. No excesses of any kind ruin the life of this man. This is the mouth oftenest seen on the great personages of the world, for it goes with the things that make men great ☺ ☺

The Organized Mouth

This mouth in Chart 32, Fig. D, is often called the “organized” mouth. It is an indication that its owner’s life is organized. The lips stand together as though they had business to do and knew how to do it ☺ ☺

A lax mouth always goes with a lax nature, and the more lax the mouth the more lax the nature. The loose mouth goes with a loose nature, and the looser the mouth the looser the man.

This firm mouth means a firm but not a pinched personality. It means just what it looks—definiteness, determination, decision. Such a nature goes



A



B

Short, up-curved upper lip

Likes PERSONAL PRAISE

Long, straight upper lip

Prefers INDIRECT PRAISE



C

Lower lip receding

The PEACE-LOVING



D

Lower lip protruding

The FIGHTER

33



far, for these are the qualities that carry men far.

Look at the photographs of highly intelligent, strong, thoughtful characters, and never on one will you find a loose-hanging mouth; but on every one you will find a mouth of poise and power.

Short, Curving Upper Lip

Now we come to an interesting upper lip—one that is short and curves upward. See Chart 33, Fig. A.

This is the lip of the person whose happiness depends to a large extent upon the personal approval and affection of others. He is less self-sufficient than other personalities and intensely enjoys company, geniality and comfort.

Loves Personal Praise

This short, curving upper lip shown in Chart 33, Fig. A, is often called the “praise-loving” lip. Its owner enjoys personal praise and personal attention.

There are few people in the world who do not crave appreciation, and a well-turned compliment appeals to us all, but this person with the short, curving upper lip lives for it. He desires the warmest praise for himself, his appearance, his beauty and all that he is.

A woman with such a lip must be admired of men

and envied of women to be content. A man with this lip is putty in the hands of a clever woman who knows how to feed his vanity with flattery.

The Long, Straight Upper Lip

The long, straight upper lip is the exact opposite. (See Chart 33, Fig. B.)

This is the lip of the person who very much prefers that you talk about what he *does*, rather than what he *is*. He may be ever so anxious to make a favorable impression and to gain your good will. But if you speak of his handsome bearing, his faultless tie or his fine complexion you are going to embarrass him.

Embarrassment soon grows to irritation, so you invariably irritate this man if you persist in being effusive to his face. Any praise you give to him had much better apply to his achievements than to his person. Then if you write it instead of saying it to him in person you will make a real hit.

Always remember this: *there is no living man or woman who does not enjoy appreciation. Only some like it administered one way and some another—and the upper lip tells you which.*

The Receding Lower Lip

A lower lip that recedes far under the upper, indi-

cates a personality that avoids disagreements and conflict of all kinds. (See Chart 33, Fig. C.) Because he wants harmony, he usually pays a pretty high price for it. He is not pugnacious, quarrelsome or hard to get along with, but easy-going and often-times too easily led.

The Protruding Lower Lip

The protruding lower lip (see Chart 33, Fig. D), being the opposite of the one just described in Fig. C, denotes the opposite trait. This is often called the "underslung mouth," for it is precisely this which causes the lower lip to stand out.

In such a mouth the usual order is reversed. Instead of the lower teeth setting back underneath his upper ones, the lower ones overlap the others.

This man is always a scrapper. He may not descend to fighting with his fists, but he will always be fighting for something. Some of America's best known fighters have this jaw—amongst them George Creel, famous reformer.

Any man's fighting tendencies are always in proportion to the protrusion of his lower face.

Your Happiness Barometer

When your mind changes, your mouth changes.



A

Mouth with
upturned corners

The HAPPY-MINDED



B

Mouth with
turned-down corners

The SAD-MINDED



C

Thick-lipped mouth

The SENSUAL



D

Thin, Slit-like mouth

The STINGY



No one who is observant needs to inquire whether you are glad or sad. Your mouth tells all about it.

Some people look on life and "call it good." Others look on the same thing and call it "no good." You can always tell which of these classes any person is in by looking at his mouth.

The Happy Mouth

The person who habitually looks on the bright side has a mouth that stays turned up at the corners. See Chart 34, Fig. A. He has smiled so much it has become fixed in this mold. Good results, like the bad, are cumulative, in faces.

The Sad-Minded

Look at the man in Chart 34, Fig. B. No one ever had a mouth like that without a mind to match. It is forever on the lookout for the worst. He is so busy remembering the troubles of the past, he has no room left in his mind to look for the best in the future—just as a man walking backward always stumbles over many of the best things in his pathway!

The Sensual Mouth

The less said about the mouth in Chart 34, Fig. C, the better. Its thick, backward-rolling lips indicate

a sensual, sexual nature. Such a mouth is not necessarily vicious, but its owner lives too much in one particular lower plane of his makeup at the expense of the higher ones.

He will be anything from a *thug* to a high-class *libertine*—depending upon the thickness, size and heaviness of his lips, his opportunities and financial means.

The Miser's Mouth

Did you ever go out in your town to raise money for anything? And did you by any chance go to a man with a mouth like this one in Chart 34, Fig. D? If so, you know what you got—or rather what you did n't get.

For this man is penurious and "close." He squeezes a nickel till the buffalo bellows.

The "Dollar" Mouth

This kind of person with a slit for a mouth loves *money* better than anything else in the world. He literally starves his life—also the lives of those who are dependent upon him. He holds a dollar so close to his eyes it shuts out everything else.

The Draw Strings

A generous person always has a generous-looking

mouth. It *opens easily* and spontaneously. But this man in Chart 34, Fig. D, would like to charge you a quarter for every smile he gives you.

The next time you see some one laboriously untying one of those old-fashioned pocketbooks, take time to size up his mouth. It looks as though *it* had a draw-string, too!



Part Four

THE JAW

O KNOW whether a man prefers "peace at any price," would "rather fight than eat," or is something in between, look at his jaw.

If it recedes, he is the opposite of the bulldog in feature and therefore the opposite in this trait. The more it recedes the more peaceable he will be, the more will he sacrifice his own rights for harmony.

Look again at Chart 33, Fig. C. The recession of this lower lip is due to the receding jaw, since the set of the upper and lower jaws determines the angle at which their lips set together.

The more any man's jaw stands out from the rest of his face, the more will he tend to settle things by some kind of fighting. If he is educated, culti-



A

Gently rounding
jaw-corners

The DEFERENTIAL
Personality



B

Square, right-angled
jaw-corners

The DOGGED
Personality

vated, well-bred and of mature years he will resist this tendency rather than sacrifice his self-respect and the respect of others. Society does not countenance fighting and he knows it. But his first reaction to opposition of any kind is *more* opposition.

He wants to "fight it out"—perhaps in argument, sometimes "in the alley"—but whichever it is, opposition is what he offers you.

The Deferential Jaw

Tapering jaw-corners like those shown in Chart 35, Fig. A, are an indication of non-combativeness. This man gets as much out of life as the others—often more—but he gets it peaceably.

He is deferential, knows how to make people work *with* him instead of against him. He knows how to placate the angry, satisfy the unreasonable and please the exacting.

He does all this naturally, preferably, easily. He does not figure it out each time. It is his normal reaction to trouble, just as fighting is the normal reaction of the other kind.

The Dogged Jaw

Chart 35, Fig. B, shows the *square* jaw-corners of the *dogged* personality. Any person whose jaw



Tapering jaw
—
The AMENABLE



Face widest
at jaw-corners
—
The OBSTINATE



comes down to a right-angle like this is naturally untactful, and whatever tact he acquires must be worked for.

When once this person gets his mind set on a thing, he never lets up. No matter how trivial it may be, he won't give in till he gains his point. He is very often a man whose front view looks like that of Chart 36, Fig. B.

The Obstinate Personality

Whenever the front view of a man's face shows the *widest* part across from the *jaw-corner to jaw-corner* (like the one in Chart 36, Fig. B,) that man is *obstinate*. Even in little things he will not yield. A side view of his jaw usually looks like the one in Chart 35, Fig. B.

The Amenable Personality

The exact opposite is the man of the *tapering-jaw*, shown in Chart 36, Fig. A. Here is an *amiable* personality. He gets over his anger, harbors no bitterness, and seldom seeks revenge of any kind.

These tapering-jawed people are adaptable, socially and maritally, and thereby save themselves much unhappiness. They may think differently from you, but they are not unpleasant about

it. Usually they don't even tell you where they differ. They let it go.

Everybody Reads Your Face

People look at your face for many facts about you. They involuntarily scrutinize it and instantly make estimates of you. But they search your face for one thing first of all: To see whether you are *for* them or *against* them.

The ego of us all stands on guard, like a sentry pacing up and down in the night, and to every passerby says, "Who goes there—friend or foe?"

Your face tells the answer. If it fails to say you are this man's friend, that your heart is right toward him and that you are going to play fair, he classifies you, subconsciously, as a neutral, and is less comfortable than if he were assured of your friendship ☺ ☺

If unkind or critical expressions cross your countenance, he puts you down as an enemy.

But if kindness and tolerance are shining from your face, that ego of his joins with you, and he is ready to be your friend.

What Your Face Does To Your Personality

The most beautiful face in the world can be ruined

by the wrong thoughts, and the plainest face can be made beautiful by the right thoughts. Not only are these right thoughts good for your personality —they are good for your entire life.

Make Your Face Help

To make your face add to the attractiveness of your personality and at the same time make it help you to contribute your share to the pleasantness of the world in which you move, remember these

Don'ts For Your Face

Never let your face express hatred for any person. To be sure about this, start now to keep hate out of your *heart*. It is weak, primitive and poisonous —and the one it poisons most is *you*.

No matter how much you think you have a right to dislike anybody, don't waste your face or your time to express it. *Life is too short.*

Don't let exhausted, *lifeless* expressions come and camp on your face, no matter how hard a day you've had. If you can't look alive, stay away from people.

Avoid every expression of absent-mindedness when others are speaking to you. Don't look inert, *inattentive*. Keep that "nobody home" look out of your eyes.

Don't *bottle up* your face. By this we mean don't hold your face stiff, as though you feared it would crack if you moved a muscle.

No matter what sorrows have come to you, don't *advertise* them on your face. If you do you will add another—the sorrow of friendlessness.

Never show suspicion. If you are incredulous or skeptical, protect yourself, but don't let this ruinous expression get the habit of hanging around your eyes. What the other fellow is trying to do to you is nothing compared to what you will do to *yourself* if you persist in suspecting people all the time. The man whose eyes are always saying, "I'm on to you. You can't fool me," is fooling himself.

Don't let that "I know something I won't tell" look creep into your expression. If you have a secret, keep it a secret.

Don't let prying curiosity express itself in your face. The only way to do this is to *weed* it out of your mind. "The man who attends to other people's business never has much of his own."

Remember, a look that is petty, impatient or petulant—no matter what its justification—helps nobody, irritates everybody and injures yourself.

The two worst things in a human face are sneers and superciliousness. They are the pet weapons of snobs, weaklings and the *shallow-minded*.

Don't wrinkle your brow, pucker your mouth or nod your head up and down when people are talking to you.

Don't get the notion that any of these things are unimportant in the development of your personality. The reason defining a *winning personality* has heretofore baffled every one, is because it is the *sum total* of numberless *little* things, every one important and doing its part in the perfect whole.

Don't be discouraged if you can't do all these things at once. You have years ahead of you—and the more you stick to good thoughts the *more* years will you have.

Do's For Your Face

First of all, let *Love of Mankind* shine from your face. The only way to do this is to get this love into your heart. It will make you *big*, and nothing else ever will.

No matter how dull and *colorless* the person who is speaking to you, interest yourself in him for the time being and let it show in your face. There are many fascinating things about the dullest of

people—if you are clever enough to find them. When people seem dull to you, fifty per cent of the fault is *yours*.

The most alluring facial expression is that "*I'm right here!*" look which tells the other person you are interested in all that concerns him and that you want to be helpful.

When with a group or an individual keep your face open and *wide-awake*. Don't be one of those who never come up for air except when *he* or *his* affairs are the topic of conversation. You owe some contribution to every gathering. If you can't contribute talk, at least contribute an alert, *interested* look ☺ ☺

Go a step further and show enthusiasm for what is going on. If nothing worth being enthusiastic about is happening, *make* something happen. Don't be a death's head at the feast. Do your part or get out.

Look straight *at* but not *through* people when they talk to you.

Let *frankness* shine out of your face. There are very few things worth being secretive about.

Show a willingness to help but never to *pry*.

If you are weak enough to be hurt by others, at least be proud enough not to show it.

Keep your brow serene.

Keep the corners of your mouth *up*.

Keep your chin *up* but *not* out.

Keep your eyes open, *kindly* and *sincere*. The secret of this is to *be* that way.

The great *secret* of a *magnetic personality* is a spirit

That gives instead of takes;

That is outgoing, not ingrowing;

That is open, not closed;

That is optimistic, not pessimistic;

That looks up, not down;

That is warm, not cold;

That is interested, not indifferent;

That is self-confident, not timid;

That is radiant, not gloomy;

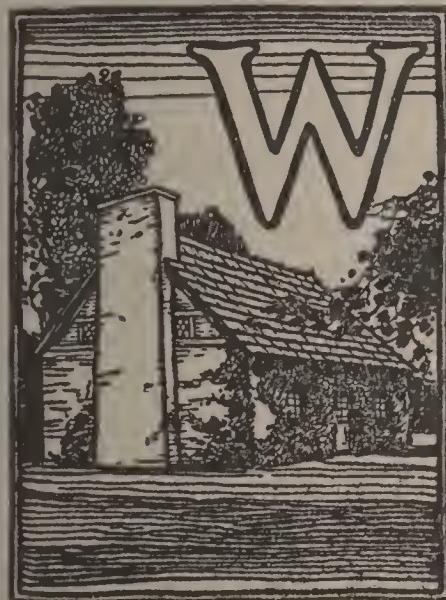
That is proud, not prudish;

That loves, not hates.

CHAPTER II

What Your Profile Indicates About Your Personality

WE DO THREE THINGS



We do but three kinds of things. From the cradle to the grave every activity of our lives falls into one of these three classes:

*Thinking
Acting
Speaking*

The profile tells instantly, to the trained eye, how a man habitually thinks, and how he habitually acts, and how he habitually speaks. When you know these things about any man you know all the vital ways in which his personality expresses itself to the world.

Profile and Personality

Everything we do has three elements, each one essential to success:

Quality
Quantity
Quickness

To illustrate: You must do it in the *right way* (quality), do *enough* of it (quantity), and do it *soon enough* to count (quickness). The profile tells not only what kinds of things we think, say and do, but the quickness, quality and quantity of each.

Four Facial Sections

There are four profile divisions of the face: the Forehead, Nose, Mouth and Chin. Each of these tells certain definite classes of facts about the personality. The first one to consider is

THE MENTALITY SECTION

The forehead is the Mentality Section. A profile view of it tells interesting and valuable facts about the type of mind a man possesses—especially those things about his mind which manifest themselves to others, and how his mind affects his personality.

Why We Can Read Foreheads

The reason the profile shape of a man's forehead tells us these things about his mind is that *the forehead takes its size and shape from the brain under-*

neath it, and the shape and size of any organ indicates its force and function.

How The Forehead Forms

We imagine, when we look at a forehead and think of the soft gray matter underneath it, that the skull shape was made first and the gray matter grew to fill it as jelly takes the shape of a glass.

But the opposite is true. The brain forms first. At birth it is much larger, proportionately, than any other part of the body. Then the skull, which is soft and yielding at birth, grows to fit it as a kid glove adapts itself to the knuckled hand inside it.

We Think "In Spots"

We used to suppose it took the whole of the brain to think a thought, but in recent years science has discovered that the human brain is much more finely organized than that.

We now know that Nature, the great Efficiency Expert, has systematized it, until today the brain is the most marvellous of all earthly things—so intricate yet so perfect in its construction and so vast in its possibilities that its powers and potentialities alone are enough to fill us with worship of the Power that created us.



A

Frontal brain
Overdeveloped in
LOWER half

—
PRACTICAL
Temperament



B

Frontal brain.
Overdeveloped in
UPPER half

—
THEORETICAL Temperament

Brain Areas

The brain, we have discovered, is divided into sections or "areas," each one with its own work to do, its own function to perform. Never, under any conditions, does any department do the work belonging to any other.

These sections are in the same places in all human brains—the rear of the head containing certain functions with the sides, front and top housing others.

The Upper and Lower Forehead

The front brain is divided into two distinct areas—upper and lower. See Chart 37.

The function of the lower is to *observe*, to perceive the concrete. Those in whom it is large are always extremely observant. See Chart 37.

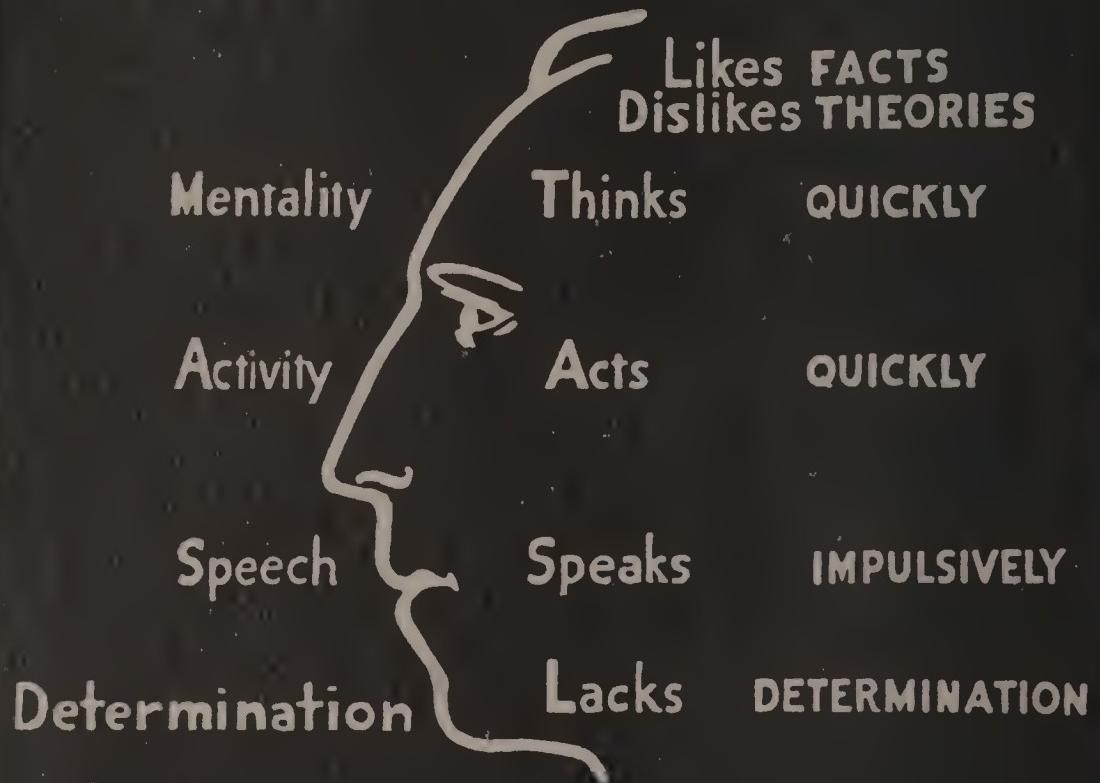
The upper half of the front brain is of later evolution and contains the area whose function it is to *reflect*; to deal with things in the abstract. See Chart 37.

Three Laws

The *height* of a man's forehead tells the *amount* of his mentality ☺ ☺

The comparative *size* of its upper and lower halves tells the *kind* of mentality.

Outcurving



High, sloping forehead

High, long nose

Protruding mouth

Receding chin

The *slope* tells the *quickness* or *slowness* with which his mentality acts.

Two Kinds of Thinkers

These two main classes of human thinking result in *practical* and *theoretical* personalities. The practical personality approaches everything with this subconscious question, “*What is it?*” while the theoretical asks, “*Why is it?*”

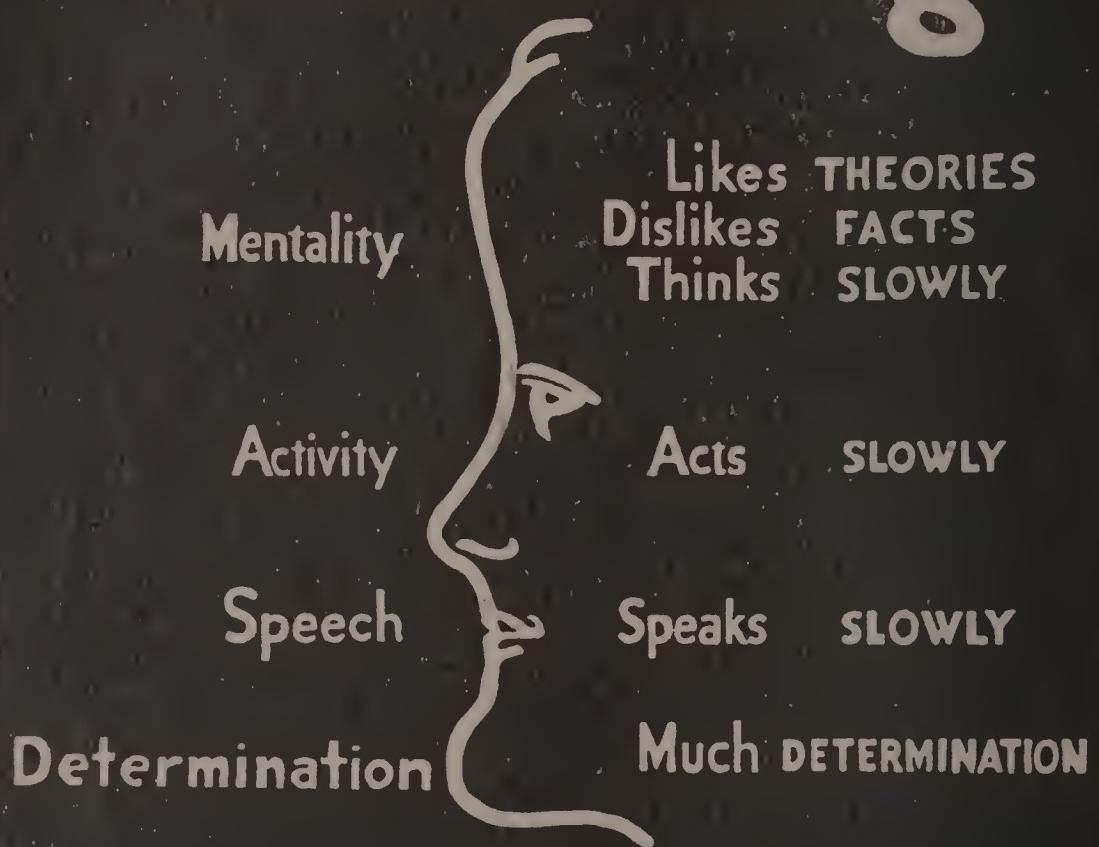
The practical-minded says, “Will this thing *work?*” but the theoretical goes farther back than that and asks, “*How does it work?*” In other words, he is more interested in the *principles* back of the thing than in its *practices*.

The Practical Forehead

The practical-minded man, who thinks of things from the *utilitarian* standpoint, who cares more about knowing what a thing can do than why it does it, always has a forehead that slopes back from the eyebrow to the hair-line. An extreme example of this is seen in the forehead of the man in Chart 38.

This man likes the plain facts and dislikes to take his time thinking of the theories behind them. This is the intensely concrete mind—the mind of

Incurving



High bulging forehead
Low, sway-back nose
Receding mouth
Protruding chin

the man who knows about *what* to look for in any given situation and who automatically puts everything to the efficiency test. If it comes up to his demands he then automatically decides the *where* and *how* and *when* of utilizing it.

The man of this sloping forehead *thinks quickly* because his mind takes in the most *obvious* and *outer* elements of a situation at a glance.

The Theoretical Forehead

But the man who loves to think of the *theory* back of a thing, who enjoys ruminating, reasoning and dreaming of its sources and ultimates, regardless of whether he ever puts it to practical use or not, always has a forehead that *bulges* at the top and is much more flat at the eyebrows than the average ☺ ☺

An extreme illustration of this is seen in the forehead of the man in Chart 39.

This man is little interested in the mere facts about a thing. To him these are the least significant—merely the outer shell. He is always looking into and through and behind things—like the boy who takes the watch apart to see what makes it run. The man of the sloping forehead is content so long as the thing keeps time.

But the man of the bulging brow feels he does n't *know* a thing till he understands some of the principles behind its performance. He wants to get at the *kernel*, the *cause*, the *cosmic*. It takes time to figure such things out, also a patient type of mind. So the man of the bulging forehead is always a *slower* thinker and a more *painstaking, detailed* thinker than the man with the sloping forehead.

THE ACTIVITY SECTION

The *Nose* is the Activity Section of the face. It tells us many things about how a man acts—whether he is indolent or energetic in the main physical activities of his everyday life. It tells us whether he is wrecking his life from inertness, or from the opposite extreme of spending his too-intense energies in too many directions.

What The Nose Tells

To the student of Human Analysis a nose is not merely a nose. It is a whole volume, telling a true story, not alone of how this man has acted most of his own life, but much of the history of his ancestors.

Why The Nose Tells These

The nose tells all these things because it is the index

of the breathing system, and every person's physical energy is largely dependent upon his breathing habits. "Tell me how a man breathes and I will tell you how he lives."

Two Laws

As stated before, *the size and shape of any organ indicates its force and function.* A big bucket holds more water than a little one. A large hand is more powerful than a small hand. A large nose takes in *more air* than a small one, and more air always means *more physical energy.*

Another law is that *the external parts of any biological system match the internal parts of that system* ☺ ☺

So a large nose indicates large lungs while a small nose is a certain sign of a small breathing system ☺ ☺

An understanding of the correlation of mind and body—of psychology and biology—put into use, can mitigate the worst effects of this deficiency and enable the small-lunged person to live long and successfully; but few people know this and fewer practice it.

The man who has a large breathing apparatus—as indicated by his long, high-bridged, capacious

nose—came by that apparatus as a gift from his ancestors. But his ancestors *earned* it and *evolved* it, because they had to have it or die.

Efforts and Environment

The first characteristic of every form of life on the globe, from a blade of grass to a human being, is its desire to live.

First of all, every living thing tries to preserve itself. To that end it struggles, adapts and alters.

And we are so miraculously made that if we do our part and put up the best fight of which we are capable there come out of the life forces within us new strength, new methods, new ideas which enable us either to change ourselves to fit our environment or to change the environment to fit us.

Spread of Races

Mankind started originally with small, sway-back noses, like the one you see in Chart 39, for races originated in the tropics where large noses were unnecessary. All tropical races even today are characterized by this short, sway-back nose.

As the centuries rolled away the physically strongest and mentally brightest among them did what such people always do—struck out for them-

selves away from the mass—and started up the independent tribes which grew eventually into races ☺ ☺

As civilization and population spread, the braver souls, to achieve independence, went farther and farther away from the Equator and the lowlands into the mountains and out to the colder climates ☺ ☺

Evolution of The Long Nose

The cold climates were a hardship to those of the shortest noses, for such noses are not long enough to act as warming chambers for cold air. Short noses permit air to go straight into the lungs—with the result that throat, bronchial and lung diseases wiped out most of the shortest-nosed.

On the whole, therefore, only the longest-nosed *of each generation* survived—an endless process of elimination and natural selection.

Since only the longest-nosed survived it goes without saying that only the longest-nosed lived to marry and reproduce; so that eventually the races in the cooler countries developed longer noses. They set up nations for themselves and that is why today we can tell so much about a man's nationality by his nose.

Evolution of The High Nose

But to have a *long* nose through which to heat the air for the lungs was not the only thing necessary to these people if they were to escape extermination. They must also have *larger, higher* noses, so as to take in larger volumes of air at each breath. They must inhale more air than men in tropical climates because in a cold climate so much more air is needed to furnish heat for the body.

Also those races living in mountainous countries were compelled to breathe in more air because it is so thinned by high altitudes that a much larger volume is required for doing the same work.

But the condition which, more than all others, *demanded* and *evolved* the high-bridged nose was the *strenuous activity* necessary to obtain even the bare necessities of existence in these cold countries.

Thus was evolved the long, high-bridged nose seen in Chart 38.

The Three Necessities

When all is said there are but three actual "necessities of life:"

Food
Clothing
Shelter

In the main, any person's development is pretty largely determined by the amount of work—mental and physical—he is compelled to expend to get these three things.

It is no mystery why millionaire's sons and daughters so seldom amount to anything. Whereas their parents had to struggle for these things, these children are sated with them and all their luxurious trimmings from birth—a condition guaranteed to ruin anybody.

Noses and Necessities

Now the races which had pioneered into the colder, remoter regions were compelled to put forth much more effort to get these three necessities than had been required of their tropical ancestors—as we shall explain more fully in the chapter on Blonds, Brunets and Titians—and this intense, interminable strenuousness evolved a large nose entirely unlike that of any previous races. Instead of the tropical fruits, plants and nuts so abundant in warm climates, there was no food save what they themselves cultivated.

This meant laborious plowing, planting and careful harvesting. It also meant hustling while they were about it to raise in the three months of

summer the food necessary for the nine months of winter. Then it must be stored, prevented from freezing, and properly prepared.

The preciousness of food compelled man to invent ways of milling, cooking, preserving and canning foods—and resulted in all such methods from crudest efforts of the primitive to Heinz's "57 Varieties."

All inventions and improvements man has made in his condition—the things we call civilization—have been the result, step by step, of some kind of actual necessity.

What The Long, High Nose Tells

As we have pointed out, the nose is the *ante-room* or outward terminal of the breathing system, part and parcel of the inhaling and exhaling apparatus, and an infallible index of man's *lung force* and *lung functioning*.

So when we see a man with a long, high nose like that of Chart 38, we know we are looking at a man *physically active and physically aggressive* by nature, because he has the forceful breathing system which in normal health invariably produces these qualities.

We know that this man got his long nose as a

gift from the ancestors who lived either in cold or mountainous countries, for no other places produce this kind of nose.

Since we know what races and nations live in the cold and mountainous parts of the earth, we know he belongs *predominantly* to one of these races or nations.

We know that such a man combines in his make-up the *activity* characteristics of those races, and that in these particular qualities he is entirely different from the people of the short-nosed races.

What Activity Signifies

When we know how a man acts we know one of the most vital facts about that man's life and personality, for upon *actions* depend all the achievements of mankind. The actions must be fathered by thoughts, but thoughts alone are not sufficient.

Foreheads and Noses Usually Match

One may combine the slow mind with the quick body—the bulging brow with the high, long nose—or vice versa, but most of the people in the world tend to have the kind of foreheads that best match their noses—quick brains with quick bodies, and slow brains with slow bodies.

You will note as you analyze people that in the great majority of cases an individual whose forehead approximates the one in Chart 38, will also have a nose approximating the nose shown in the same chart.

Conversely, a person with a nose like that shown in Chart 39, usually has a forehead more like the one shown in the same illustration.

Combinations

But this is not always the case, and every possible combination is seen daily on the streets of every large city.

These need not disturb you. They are as easy to read as the others. Remember what *each section* tells, and then, regardless of how strangely Nature may have combined them, the individual will be no mystery to you.

THE SPEECH SECTION

The Mouth

The forehead is the Mentality Section, the Nose the Activity Section. But the mouth is the Speech Section ☺ ☻

In the foregoing chapter we have seen the many

things which the mouth tells. But there is one more thing told by the mouth and that is how a man speaks  

We have just learned that the forehead tells how *quickly* a man *thinks*; that his nose tells how *quickly* he *acts*. But it is his mouth, as seen in profile, that tells how *quickly* he *speaks*.

The Outcurving Mouth

The outcurving mouth shown in Chart 38, indicates a quick-speaking person. This man may think slowly and act slowly—his forehead and nose will tell you which—but as long as he has a mouth like this his natural tendency is to speak quickly.

If he happens to have a mouth that stands out excessively from the rest of his face he will carry it to the extreme of speaking *impulsively*.

This is the mouth of the man who says the first thing that comes into his mind, and seems to say things almost before they come into his mind.

The Incurving Mouth

A mouth whose profile curves inward like that of Chart 39, denotes a mild-spoken personality. This man is slow to start speaking and slower than the average in the speed of his words when he does

begin to talk. He is a patient-sounding man, and when very extreme, as in this illustration, will often talk with a slow drawl.

This is the mouth of one who makes you wait a long time for your answers, who seems to have a hard time getting his talk-machine oiled up; whose slow enunciation makes his words sound as though he had carefully considered what he would say and how he would say it. This is also invariably a man of fewer words than the average.

DETERMINATION SECTION

Most people make the mistake of confusing determination with persistence, whereas they are entirely different qualities.

Webster defines it this way: "Determination is the quality of mind which *reaches definite conclusions*." In other words, determination is the degree of *intensity* with which a man *decides* to do a thing; whereas *persistence* signifies the *length of time* he will actually *continue* doing it.

Where Determination Shows

Any person's determination is in proportion to the *outstandingness* of his chin. The chin that recedes indicates little determination, and the one that

protrudes indicates much determination. See Charts 38 and 39.

The man in Chart 39 has a great deal of determination, while the man in Chart 38 has little. This does not mean that the man in Chart 39 is going to outstrip the man in Chart 38, for whether one's determination is an asset or a liability depends on the *kinds of things* he is determined about.

Determination and Personality

Though determination is, on the whole, a desirable quality, it is not always the most important one. You must always take into consideration the other elements in a man's profile before deciding whether his determination or lack of it is a serious handicap.

With excellent mental and physical qualities to back him up, the man with little determination often goes farther in life than the man who has much determination but lacks these qualities. All the elements of a man's personality are significant. It is the man in whom the proper elements are properly *blended* and *controlled* who wins.

The man with intense determination may be so deficient in planning ability that he is constantly expending his determination on useless activities. On the other hand, the man with little determina-

Straight

Mentality

Activity

Speech

Determination

Wants FACTS AND THEORIES
Thinks MODERATELY QUICKLY

Acts DELIBERATELY

Speaks DELIBERATELY

Good DETERMINATION

Straight forehead,
Straight nose
Straight mouth,
Straight chin

tion may have such a quick mind and body and do things with such dispatch that he accomplishes a good many things before tiring of them.

Chin Combinations

Remember, the receding chin, the protruding chin and all the grades between are found combined with every kind of mouth, nose and forehead. You must judge each section of a man's profile *by itself*, for each tells its own paragraph about his personality.

When you have read his type of *mentality* as told by his forehead, his *physical activity* as told by his nose, his *speech* as told by his mouth and added to them the *determination* told by his chin you have the story of his personality in a nutshell—a pocket edition ☺ ☺

The Straight Profile

Now turn to Chart 40. Here you see a man whose every feature is a cross between those of the extreme Outcurving and the extreme Incurving profiles—half way between. Therefore his personality is not excessive in any of the qualities indicated by forehead, nose, mouth or chin shapes.

He is a happy medium—a more blended personality. He may be so blended that he does n't do any-

thing definite or wonderful—genius is only another name for unbalance—but he is less likely to make the mistakes made by the other types.

The Straight Forehead

This man in Chart 40 does not think as quickly as the Outcurving-browed man nor as slowly as the Incurving, and he is not extreme in his mental preferences. He wants *both* facts and theories. Instead of thinking slowly or speedily he does so with only moderate quickness.

Such a man is what we call “level-headed”—sees both sides. He recognizes a thing’s possibilities whether any man has yet tried it or not, but he does not let this take him endlessly dreaming of unfeasible things.

He ties his vision to facts, combines potentialities with practicalities. He neither jumps to conclusions like No. 38, nor indefinitely postpones his conclusions like No. 39.

The Straight Nose

The straight nose seen in Chart 40 is also a cross between the extremely high, long nose and the extremely short, sway-back nose, and indicates that the person possessing it acts neither quickly nor

slowly, but deliberately—with a speed that is about half way between the activity habits of the others.

This man neither “gets busy” as quickly as the man in Chart 38, nor takes as long to start a thing as No. 39.

The Straight Mouth

The straight mouth shown in Chart 40 belongs to a deliberate-spoken personality. He does not speak his first thoughts like the extremely Outcurving, nor wait for his hundredth, like the extreme Incurving  

His conversation will be *less* theoretical than that of No. 39, but *more* theoretical than that of No. 38.

The Straight Chin

A man with a straight chin such as seen in Chart 40, has good determination. He does not have the dogged determination of No. 39, nor the quickly-exhausted determination of No. 38. His determination is about half way between, and is enough for ordinary purposes.

Upper and Lower Face Sections

The human face also divides itself into two sections—upper and lower. Where the nose joins the upper

lip is the line of demarcation between them. Extreme profiles such as are shown in Nos. 38 and 39 indicate certain weaknesses and certain strong points of personality.

You will see that this extreme Outcurving man in No. 38 has the advantage of a quick mind (as we see from his forehead) and a quick body (as we see from his nose). But his lower half is his undoing. He speaks too impulsively (as we see from his lips) and his tongue is forever getting him into trouble. Also the lack of determination (shown in his chin) loses him the harvest of many of his best efforts &

On the other hand, the extreme Incurving man of No. 39 thinks so slowly he does n't make up his mind soon enough, and is inclined to be too impractical when he does. Also he is so slow getting started (as we see from his sway-back nose) that he takes too long to do a thing. He will do it well, but we are likely to be dead before he finishes.

But this man's lower face is his salvation. It tells the strong points of his personality. He seldom says a thing unless he means it, therefore people admire his sincerity; he is a man of so few words that what he says counts. And his determination (as shown in his outstanding chin) is so great that he puts his whole might into what he does.

The Best Profile Combination

Therefore the ideal combination is one that takes in the best half of No. 38—the upper—and connects it with the best half of No. 39—the lower. See Chart 41 ☙ ☙

This combination avoids the weaknesses of both personalities and gives us the strongest points in each. Such a man as we see in Chart 41 would have the mental quickness and physical activity necessary to accomplishment, all the advantages of a mild-spoken tongue, plus great determination.

Such a personality possesses the best possible chances for happiness.

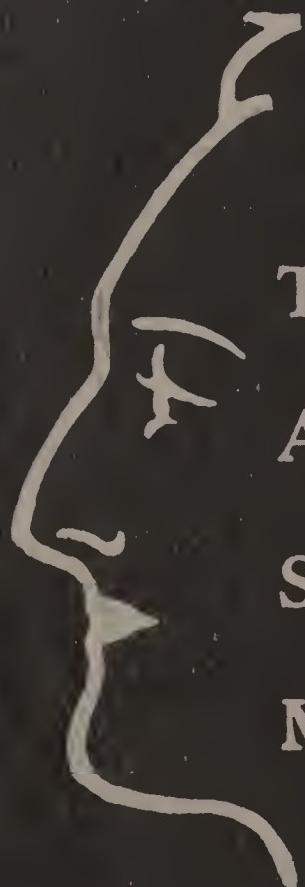
The Profile of The Famous

Look at the profile of any hundred famous men and women of all time and you will see that almost every one approximated the combination of Out-curving-upper and Incurving-lower profiles seen in Chart 41 ☙ ☙

The reason for this can readily be seen. Quickness of mind and activity of body are essential to great success, since it takes both *workable thoughts* and *work* to bring about anything worth while.

But the possession of a runaway tongue can spoil the life of the greatest thinker or the best-

Outcurving Upper Half Incurving Lower



Thinks Quickly

Acts Quickly

Speaks Slowly

Much Determination

STRONG Combination

hearted man in the world; a lack of determination can do the same. But when Nature has been kind enough to give one a gentle, patient manner of speech, great mental and physical alertness; and topped it all with wondrous determination, she has saved him from most of the pitfalls and given him most of the ladders necessary to the upward climb ☺ ☺

The Childlike Combination

Whereas the above described is the strongest possible combination, the weakest possible combination would be the exact opposite—one that combined the lower face of 38 with the upper face of 39. Such a combination is seen in Chart 42.

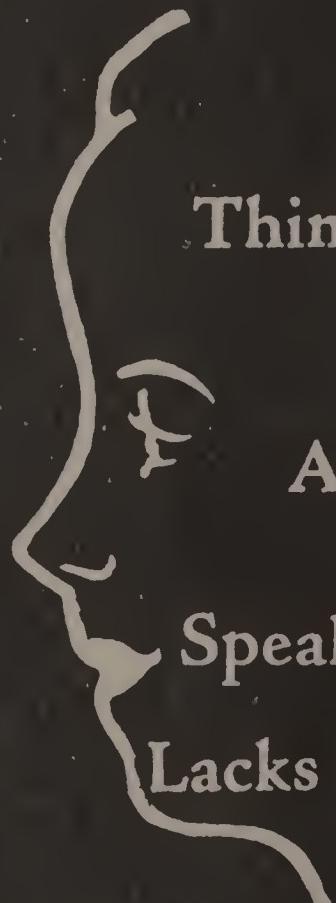
The results are obvious. This man is a slow, theoretical, impractical thinker and a slow worker. To these he adds the weakness of impulsive speech.

People of this particular combination pay such a heavy price for their unpremeditated speech that the more strong characters amongst them learn eventually to "think twice," but this is possible only to those of the strongest wills.

His receding chin shows that he adds to his other troubles a lack of determination, so he does n't put enough intensity into what he does.



Incurving Upper Half Outcurving Lower



Thinks Slowly

Acts Slowly

Speaks Impulsively

Lacks Determination

CHILDLIKE Combination



This type fortunately is not numerous, but whenever you find this combination you always find a man little fitted to cope with the world as it stands today. One result of this is that such people, even in adult years, live usually with parents or other relatives. It is, as you see, the profile of the child, and such a one invariably has much of a child's personality—with the child's natural dependence upon father, mother or dear elder friends.

So little do most people know about the workings of their own subconscious minds that such a one seldom realizes the cause of this tendency, but it is the natural craving of the child for home and protection ☺ ☺

Persistence and Personality

Whereas determination applies to *intensity of decision* to do a thing, persistence applies to the *length of time* you will continue really to do it.

One is a *mental* quality and one an *activity* quality; one largely a matter of *emotion* and the other largely a matter of *motion*.

Webster defines it like this: " Persistence is the *continuance* of a course of *conduct*." In other words, a man of *persistence* is also a man of *perseverance*. Yet he may not be a man of great determination.

"What? You certainly don't think a man can have persistence without determination, do you?" many have said to us. "I know a man who has been at a thing for twenty years. Do you mean to say that that is not determination?"

This is *persistence*. Your man may have made the mildest kind of decision at the time he started and have continued to be perfectly mild about it ever since. He may never have felt any great "intensity of decision" concerning it all this time, and may stick to it twenty more years without feeling any ☺ ☺

In fact, any person will be more likely to stick longer at a thing that he does not feel too fiercely about at the outset. A too-great *intensity* uses up your forces at the start. The hottest fires burn out quickest ☺ ☺

Where Persistence Shows

The *lower half* of the profile comprises the *persistence section*. Any person's persistence in following courses of conduct laid out by himself is in proportion to the *length* of this lower half of the face.

The length of the face *as a whole* is another indication of persistence—the short-faced person invariably possessing less persistence than the long-

faced one. Also the length of *each* facial section tells the amount of persistence in that section's activities.

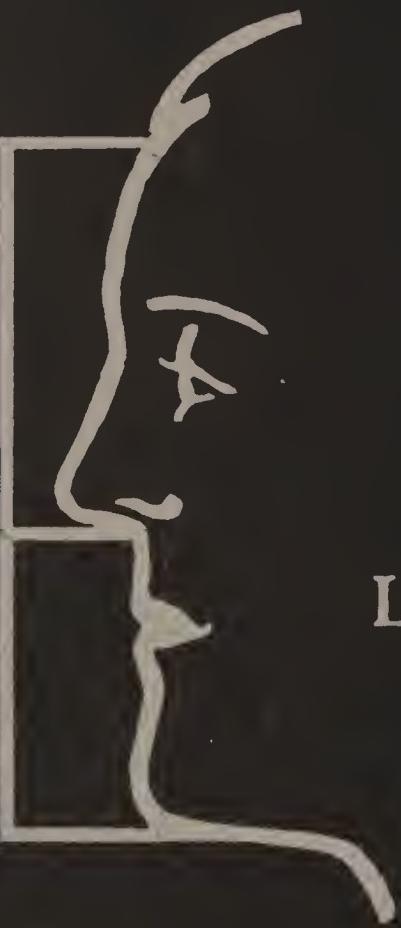
But the place where persistence in self-laid plans is definitely and significantly marked is in the *lower* half of the profile, and is in proportion to the *length* of his face below the nose. See Chart 43.

Great Persistence

The man pictured in Chart 43 has unusual persistence in following plans made by himself. He is more likely than the average to finish whatever he starts. He may start fewer things—in fact *does* start fewer than the short-faced person—but he has a way of winding them up.

The very reason this man begins fewer things is that he feels he must see a thing through and therefore must not take on too much. This also reacts to give him more time and energy to finish what he starts ☺ ☺

One of the most illustrious examples of this long, persistent lower face is that of former President Woodrow Wilson. Once having taken a stand he never knew what it was to retreat. Half an inch less in the length of his lower face and the history of his administration and his life would have been entirely different.



Long
Lower
Half

MUCH PERSISTENCE
in adhering to own plans

Do not forget that this man with the long lower face will have whatever speech and determination qualities show in the *shape* of his lower face, but that its *length* tells the *persistence* with which he sticks to any line of action laid out by himself.

Pitfalls of Persistence

The man with the long lower face does not necessarily accomplish more in life than others, unless he is very careful to center his persistence on the *right* things. Otherwise his persistence can be his worst enemy. Since it is so hard for him to stop or turn around he must be doubly careful of the direction in which he starts.

If you will look over the list of people you have known you will recall some with this long lower face. You will also recall that they did not like to desist once they got started on a thing.

This was just as true of the trivial as of the important things ☺ ☺

We have been taught to admire persistence, but persistence, unless rightly applied, may ruin a life as completely as changeability. Being able to stick to a good thing is only one half; being able to drop a bad one is the other.



Short Lower
Half

Good Mentality and Activity
but LITTLE Persistence

Little Persistence

A short lower face, such as you see in Chart 44, indicates a *lack* of persistence. This man may have the best intentions in the world but the starch goes out of them early in the game.

He is as extreme in starting many things as the long-faced man is in starting few. He has a great many things in his mind and is always starting some of them. The reason he can find time to inaugurate them is because he is always just dropping some others.

Now it is a weakness to start too many things and finish too few, and it has ruined millions of lives. If allowed to go unchecked it will bring any man to failure. Nevertheless, the short-faced people are more likely to succeed than the extremely long-faced ones, for they give themselves so many more chances. They try so many things, some of which are bound to be of a nature to be finished in a hurry, before interest in them ceases.

Such a man will make many more actual mistakes in judgment and action than the long-faced man, but he will see his error and jump out again so quickly that it will do him less harm than the same mistake would do a longer-faced man.

An error with a long-faced man is a serious

matter. He's in it for keeps. But the short-faced one "walks right in and looks around and walks right out again," says "Too bad, but accidents *will* happen"—and hops into something else!

According to the law of averages a few of these things will "pan out." Since it takes only one, if that one is profitable enough, this man not unfrequently scores a big success in something.

Such types make up a large number of speculators and promoters ☺ ☺

A friend of ours with a very short lower-face became a millionaire over night as a result of investing one hundred dollars eleven years before in a mine above Denver.

"I always take a little chance on everything offered me," he explained. "I've made it a practice never to turn down stock, no matter what it was for. I've a trunk full of worthless paper, too. But this one happened to turn out right."

The long-faced man seldom invests in anything he can't see or touch. "Blue sky," he calls it.

Comparative Face Sections

A man with an extremely *long upper-face* and an extremely *short lower-face* would be so exceedingly lacking in persistence as to be deficient in stick-to-

it-iveness. He would be vacillating to the point of irresponsibility ☹ ☹

On the other hand, the man with a *very short upper* face and a *very long lower* face would use little intelligence in his decisions, and would stick to things like a horse following a furrow.

The Ideal Combination

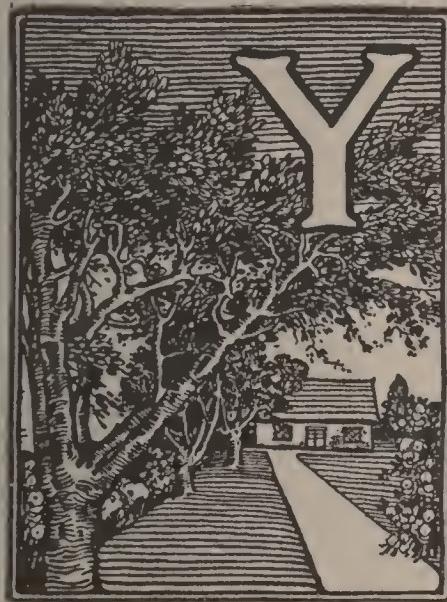
If the upper face be too short it will fail to suggest the *right kind* of action to be persisted in. It is as necessary to do the *right* thing as to stick after you start ☹ ☹

Conversely, if the upper face be too long it will constantly demand so much *more* and so much *better* action than the lower half can produce, that the individual will consider himself a failure when he is n't, merely because his results fall so far short of his plans.

The ideal length for the lower face is one that does not contrast too much with the length of the upper half; in short, a *balanced* profile.

CHAPTER III

What Your Hands Reveal About Your Personality



OUR hand is, next to your head, the most marvellous mechanism you possess. The reason we do not realize it is because we are so accustomed to its miracles we accept them unthinkingly ☺ ☺

The most stupendous thing becomes commonplace if seen every day. This is some more of Nature's efficiency. You can never settle down and get the full use of anything till you cease to be thrilled by it. Emotion about anything swallows up the energy necessary to direct its use.

Man's hand is the first part of his own organism to interest him, but he is unable at that age to appreciate or understand it. The babe in the cradle has one toy—this funny, wiggling little thing that turns out to be fastened to him and at last to be under his control.

Though this hand is the greatest of all his biological machines, he soon becomes so intimate with it that he uses it for the most vital and intricate accomplishments a thousand times a day, without giving it a thought.

Jacques de Morgan, the distinguished French scientist, in his new book "Prehistoric Humanity," not yet translated from the French, states that "man, although in the great Ice Age almost as savage as the beasts with whom he dwelt, early learned to do what they have never been able even to imagine—to make things of his own contrivance, to improve upon the conditions that nature allotted to him, and to imitate in pictures and sculpture the living forms he saw around him; to invent, construct and build.

"All these things were made possible by the evolution of the human hand.

"The critical epoch in the development of man was reached when he habitually walked erect and was free to use his hands and fingers *entirely* for the tasks suggested by his growing brain. *From that moment he was the potential master of the earth.*"

Civilization Made By Hands

Without the human hand to carry out the plans of

the human head there would have been no inventions, no pictures, no music, no statues, no building, no railroads, no steamers, no agriculture, none of the arts or industries which lie at the foundation of all the activities of mankind.

Modern civilization is almost wholly the result of the art and science of *construction*. Construction is born as much of hand work as of head work.

This wonderful implement, though studied by scientists for ages, gets no serious consideration from the average man save when he cuts a finger or pounds a thumb!

Today man differs more from animals in the superiority of his brain than anything else, but this was made possible by the fact that he *first* differed from the animal in the superiority of his *hands* ☺

Hands The First Teachers

We think of the brain as teaching the hand, but the opposite is the case. During the first five years of life—the period in which we gather four-fifths of our most necessary knowledge—the hand teaches the brain ☺ ☺

Think how much you yourself learned from your hands early in life. Without that knowledge you could not live a month, unless some one *with*

hands took you in and cared for you. You could not dress yourself, feed yourself, nor perform any of the acts which enable you to survive. You could not earn a living. You could be neither useful nor ornamental, save as other people *with hands* helped you to be.

Head and Hand Work

Through the correlation of head and hand man has become the sovereign of the globe. The action and reaction of his hands on his brain and his brain on his hands have enabled him to perform all the modern miracles we see in sky-scrapers, bridges, railroads and inventions the world around.

The elements themselves yield up their powers to him as a result of his hand and head work. He turns the Niagaras into power for his comforts and industries, millions of machines buzz and hum in every civilized land, and a billion men and women earn their livings—*with their hands*.

Your Two Partners

You have two partners—your head and your hands—and what you make of yourself depends largely on the efficiency with which they work together. They have been interdependent for so many centuries that whatever affects one affects the other.

So close is their interrelation that many of his most significant aptitudes and attitudes are revealed in the shape, size and structure of every man's hand.

The Normal Hand

Look at Chart 45, Fig. A, and you will see the normal hand. The normal hand has the following proportions:

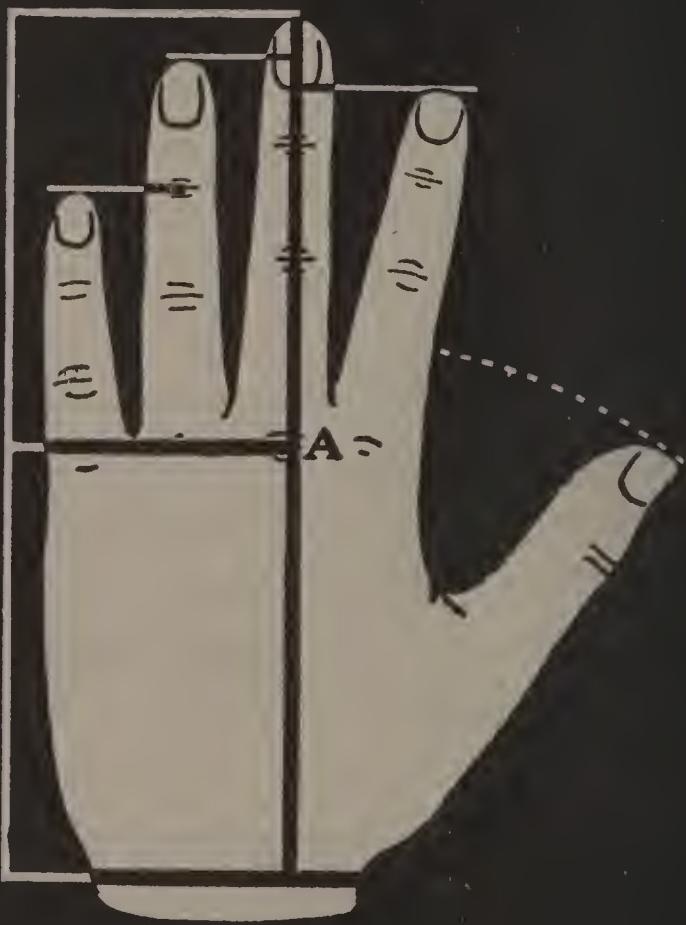
The end of the first or index finger comes to the base of the second finger's nail; the third finger reaches half way up the nail of the second or middle finger; and the little finger ends at the last joint of the third finger. The second finger's knuckle is exactly halfway between its tip and the wrist. See Chart 45.

The thumb, when laid close to the hand, should end half way between the first and second joints of the index finger.

Whenever a hand varies from these proportions it indicates a proportionate variation from the normal in whatever traits are indicated by that particular section.

Brains and Your Front Hand

Scientists have proven that the front part of the hand (consisting of the thumb and index finger) is



NORMAL hand
Knuckle of 2nd finger
halfway between finger-tip
and wrist

more closely allied to the brain than any other, due to the fact that it has always carried out more of the brain's orders than any other part.

If you will take the trouble you will note how much more work your first finger and thumb do every day than all the other fingers combined.

The Long First Finger

The individual whose first finger is longer than the normal (see Chart 46, Fig. A) always has more *mental sensitiveness* than the average, while the man whose first finger is shorter than normal has less. The temperamental differences between these two in this particular trait would vary as the length of their first fingers vary from the normal.

The man with an exceedingly short first finger always finds it hard to study and has to work harder to learn a thing because it sinks in more slowly. On the other hand, the man with an exceedingly long first finger learns easily but forgets easily.

The Long Second Finger

Any one with a longer-than-normal second finger has more than average *physical quickness* (see Chart 46, Fig. B). He expends his physical energy quickly, tires quickly and recuperates quickly.



Long first finger
MENTAL SENSITIVENESS



Long second finger
PHYSICAL QUICKNESS



Long third finger
EMOTIONAL ALERTNESS



Long fourth finger
SOCIAL CONSIDERATENESS



Physically he is more responsive than any other personality. He grasps orders quickly, reacts to everything requiring physical activity with an alertness that seems almost instantaneous. His body is keyed up to his brain. It is always at "attention." Such a man is "off like a shot" to put into execution whatever is in his mind.

This is one reason why these people are often famous actors and actresses.

The man with a *short* second finger has more difficulty in getting his body under way. It seems to take time for him to get the consent of his body to move. He may be ever so efficient once he starts, and he is noted for his stick-to-it-iveness, but it takes him a long time to get up steam.

The Long Third Finger

Close to muscular activity in any organism lies emotional activity. Motion and emotion are near relatives. Compare the many and varied muscular movements of the emotional man with the few movements of the unemotional. Remember how emotion starts our own motions going, and how the passing away of that emotion causes you to sigh, to settle down into a comfortable chair or relapse into an easier position.

So next to the middle finger of physical activity is the third finger of *emotional activity* (see Chart 46, Fig. C). The *longer* any man's third finger the more *emotional* will he be, and the *shorter* the *less* so.

The first finger can be called the brain finger, the second the body finger, but the third is essentially the "heart" finger—not physically but figuratively ☺ ☺

All people with exceedingly long third fingers are deeply emotional, while people with very short third fingers are emotional only on the surface. The feelings of the man with the long third finger go deep and last long.

The man with the short third finger is often excited. He can weep instantaneously at the sight of a hurt child, and forget all about it the next moment. The man with the long third finger does not weep so easily, but will do something about it. His emotions are so lasting and so deep that his life is usually built around first one great emotion and then another. Such people make good orators.

The Long Little Finger

Very close to deep emotion for the other fellow comes *consideration* for him. So next to the emotional third finger lies the little finger. A man's natural

tactfulness can be estimated by the length of his little finger. See Chart 46, Fig. D.

The man with a long little finger always has more inborn, inherent tactfulness than the average. He may be quiet or demonstrative, calm or tempestuous in the presence of others, but he will always be more careful in his treatment of other people than the average.

On the other hand, the man with the *very* short little finger may be ever so solicitous—but he is really thinking of himself. When he thinks of you it is usually to wonder what kind of impression he is making on you.

The person with a very long little finger lives almost too much “in the other fellow’s place.” And the worst of it is, he is often so unexpressive few give him credit for his good will. He usually stays in the background so as to give others a chance, and this prevents people from appreciating him as he deserves.

Knowing Which Finger Is Long

Remember to determine carefully *which* finger it is that varies from the normal, so you won’t be making your measurements from a wrong basis. Get the normal-hand measurements well in mind, taking the second finger as your starting point.



Thin, slinky Hand

A devious, weak

UNDERHANDED
Personality

A



B

Triangular Hand

The RESPONSIVE Personality

Also remember that these finger characteristics are *not* the most significant in analyzing personality, but are to be considered *in conjunction with* other externals ☺ ☺

You will always find, however, that, regardless of anything else in his make-up, the man whose fingers vary from the normal in these ways has a personality which varies from the average in just these tendencies. Add them to his other characteristics, not as the chief ingredients but as "flavoring," and you will understand his personality that much better.

The Long, Thin, Slinky Hand

A thin "slinky" hand, such as you see in Chart 47, Fig. A, is the hand of a person who is somewhat of a slinker himself—mentally, physically and morally.

A hand must show some *individuality* somewhere to be the hand of a strong individual. A hand like this in Chart 47, Fig. A, is without force. So is its owner. It will not stand up to things. Neither will he. He "gets out from under," he bends and twists and turns, just as his hands do. He is not as intentionally bad as he is *weak, devious and under-handed* ☺ ☺

Remember, we are dealing only with people in

normal health. The hand of an invalid might appear long, thin and fragile like this, but such a person would not come under this classification.

But any person in normal health whose hand is thin and "slinky" like this in Chart 47, Fig. A, is by nature an insinuating, rather than a straight-from-the-shoulder, personality.

The Pointed Hand

The hand which approximates a kind of triangle by being very broad across the base in proportion to the fingers is called the Pointed Hand, and is shown in Chart 47, Fig. B.

This is always the hand of a definite type of personality. This man is highly responsive to outside stimuli. He loves novelty, change and variety. Routine galls him and schedules irk him unbearably. If such a man has a cut-and-dried job which requires doing the same thing over and over he is constantly harassed by it, and on slight excuses will drop it and be off.

He is inclined to neglect details, yet he has unusual ability along certain lines, especially the stage. He works best in positions where he is surrounded by others, for he is so gregarious he never works happily alone.

He is changeable, inclined to fall madly in love today and out tomorrow. He is intense, susceptible, expressive, responsive, and a personality that gets things "on the wing" or not at all.

The Long, Angular Hand

In Chart 48, Fig. A, is another long hand, but this one differs distinctly from the long slinky hand 

This hand has *definiteness*. Its joints are well marked, its outlines are rugged, even when the hand is small and narrow.

This *long, angular* hand is that of the *unyielding, unchanging, unbending* type of personality—an almost direct opposite of that described just above.

This man with the long, bony hand is never frolicsome, flippant or changeable. He always knows what he wants to do, plans out his work in advance, and then sticks to his schedule as assiduously as the Pointed-Handed man runs away from his.

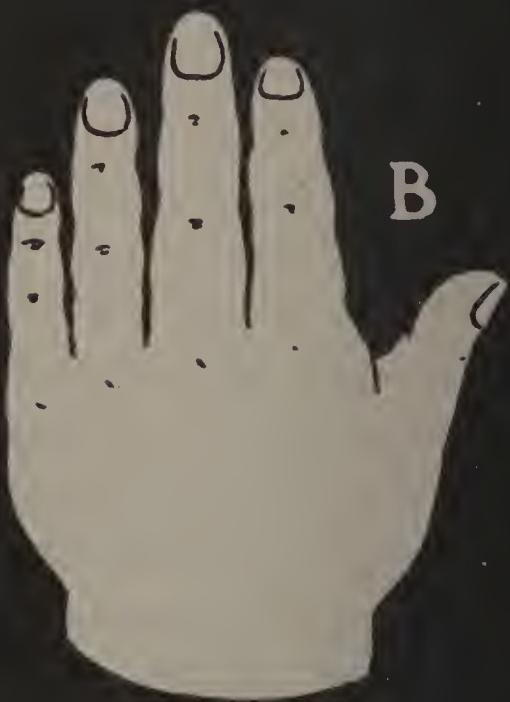
This man is dependable, faithful, not "showy," but always "on the job." He is as slow in his movements as the Pointed-Handed man is quick, and as slow to change his mind as the other man is sudden in changing his.

This man falls in love but once or twice in a lifetime, but takes it very hard when he does.



Long, angular hand
The UNBENDING
Personality

A



Fat, dimpled hand
The AFFABLE, AMIABLE
Personality

48



He is a man of few words, keeps cool and collected when other people are carried away by enthusiasm, and is never easy to persuade of anything. He pays his bills but is never lavish with money.

The Fat, Dimpled, "Baby" Hand

In Chart 48, Fig. B, you will find the *fat, dimpled, "baby"* hand of an *amiable, affable* personality. While the man with the Pointed-Hand has a flashing, high-strung personality, and the man with the long, angular, bony hand has a stiff, somewhat stubborn personality, this man with the fat, dimpled hand has a personality that is comfortable, contented.

He is not easily wound around your finger and he goes along getting his own way most of the time, but he does it without expending much energy. He is always looking for the comforts of existence, and leaves all the isms and ologies alone.

He never worries for more than five minutes at a stretch, is agreeable and likable. He is affectionate, marries early and often, and is an easy person to get along with.

The Small, Smooth Hand

A small, smooth hand such as you see in Chart



Small, smooth hand

The HEAD-WORKING
Personality

A



B

Square, powerful hand

The HAND-WORKING
Personality



49

49, Fig. A, goes with a personality that differs widely from those we have just been describing. This person with the small, smooth hand is not as robust physically as the fat-handed, the pointed-handed, or the angular-handed man, but is more intellectual  

He is a reader, often a veritable book worm. His is a literature-loving personality. The skin on these hands is usually thin and fine, just as it is usually thick and rough on the angular hand.

This man or woman with the small, smooth hand is often a dilettante—a taster and appreciator of many arts, sciences and branches of knowledge. Such a one usually knows about books and plays and the best music as you and I know the directions to the next town.

If this person does not secure a good education he is sorely handicapped throughout his life, for his only great talents are intellectual and must be cultivated through self- or school-education to bring results. This man is more spiritual and impersonal in his love than any other.

The Square, Powerful Hand

The square, powerful hand shown in Chart 49, Fig. B, is the opposite of the small, smooth hand,

and its owner is the opposite of the other man. This is the hand of the *hand-working* personality, the man who is as powerful in muscle as the other man is in mind.

He has great physical strength where the other has little. He is as pugnacious as the other is mild. He is a *doer* where the other is a thinker, a *producer* where the other is a planner.

He is bold, unreserved, unceremonious, straightforward and outspoken. He is an everyday personality, enjoys the everyday things and does most things in an everyday way.

Fingers and Brains

Man has longer fingers for his hand than any other creature, and his brain is much more complex. The length of the fingers and thumb as compared to the length of the hand always tells the proportion of mental activity to physical activity.

In other words, the fingers and thumb as a whole indicate the *mentality* of an individual, and the body of the hand his *physicality*.

Since man's brain and body are interdependent and each equally vital to his happiness, it follows that the ideal hand is one which not only combines good mental with good physical qualities, but a

hand in which the size of the fingers and thumb does not differ too greatly from the size of the "body" of the hand.

The Hand of the Most Successful

Various kinds of personalities become successful, for various personalities produce various things the world demands. But if you will take the trouble to investigate you will find that *most* of the successful men and women of all ages have had hands which were a cross between the *square* and the *small* hand, and with fingers that were neither extremely long nor extremely short.

Their hands as a whole were of almost *normal proportions* but tend toward muscularity.

People with *very small* or *very large* hands for the body seldom become famous, for the very obvious reason that people with exceedingly *small* hands for the body are either fat or nervous (both of which are handicaps), and people with excessively large hands for the body have too much of the physical and too little of the mental qualities.

Extremes Always Bad

Throughout all nature we are constantly reminded that *all extremes are bad*, and in everyday life, only



Short fingers
The GENERALIZER



Long fingers
The SPECIALIZER

the balanced nature achieves success. Geniuses (whose fame rests upon top-heaviness and lop-sidedness in some one direction) are notorious failures at everyday living, and stripped of their one gift, would in most cases be failures.

The best qualities become *bad* qualities if carried to extremes. *The most common and dangerous weaknesses in mankind are too much mentality for the body or too much physicality for the brain.*

The Short-Fingered Hand

Fingers exceedingly short for the rest of the hand denote, first of all, a personality that loves the physical and lives much in the senses. This does not mean necessarily a "low" personality, but it does mean one that has *more physical than mental* activity. See Chart 50, Fig. A.

But if the other proportions of the hand are good—if there is a generous share of the muscular ingredient in the general shape and if the fingers are strong—this man will stand a very good chance in life.

He is always a *generalizer*, for he sees things as *wholes* rather than in their separate parts. He "gets" a thing but is not intricate in his mental processes.

Such a man must stay out of specialities and detail



Tapering, graceful
fingers with **POINTED** tips

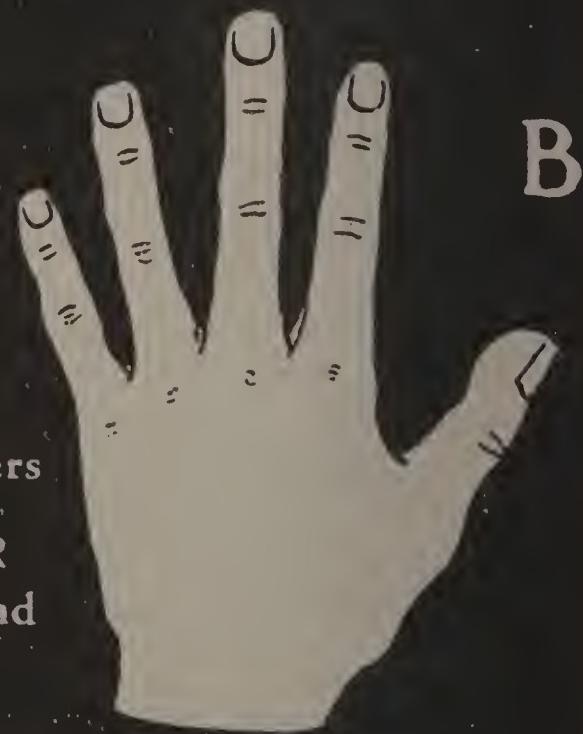
The art APPRECIATOR

A



Long, muscular
BLUNT-ENDED fingers

The ART-CREATOR
The typical artist's hand



51

work of every kind. He should deal with *people* and *things*, not with intangible matters like ideas or isms.

The Long-Fingered Hand

Fingers that are very *long* for the rest of the hand denote a personality that dwells more in the mental and *special* than in the physical or general aspects of a thing. Such a man is inclined to lack practical foresight, and if the fingers are *exceedingly* long will be a visionary whose plans are impossible in this workaday world.

The only hope for such a personality is to get into a specialty which requires the skilled hand-work which his long fingers easily adapt themselves to. He will never be successful or contented in heavy, hard or strenuous physical labor of any kind ☺ ☺

He succeeds best in artistic lines but should not be given overseeing positions where he is responsible for others. He has little initiative but quickly becomes an expert at any fine or intricate hand work that strikes his fancy.

Graceful, Tapering Fingers

Look at Chart 51, Fig. A. Tapering fingers that are slender, graceful and pointed like these are of

people naturally refined. They love the beautiful, the esthetic, the fine things of life.

They are devotees of art. Whenever they have the financial means for leisure they become the dilettantes, the frequenters of art galleries, symphonies, exhibitions and salons. Thus they perform a mission almost as great as does the artist himself, for they make it possible for art and the artist to live.

But though they enjoy all arts, these tapering-tipped-fingered people do not *produce* any kind of art requiring hand plus head correlation. They are merely the *appreciators*, not the *creators*. They *praise* it, *promote* it, and *purchase* it.

The skin on this tapering, graceful-fingered hand is usually finer than on others—a condition which always indicates a naturally refined nature.

Such a personality dislikes roughness, crudeness, uncouthness and vulgarity. These people are instantly affected by their surroundings, are sensitive to light and darkness in their rooms, to the colors on the walls, the decorations, furnishings and view.

They dislike heavy materials and wear the softest, finest qualities they can possibly afford—oftentimes better. They prefer going without to owning a thing that is coarse or inartistic.

The old theory that this tapering-fingered hand was "the artist's hand" came from the fact that these people are always dominated by their artistic preferences and tastes. They have the most artistic things in home and personal decoration to be found. But it is the hand of the *art lover*, not the *art maker*.

All Arts Not Hand Arts

This tapering-tipped-fingered person often succeeds at arts which do not call for hand co-operation, such as *dancing, designing, acting, singing, writing*, and all branches of the fine arts where he *plans* but is not called upon to *execute* with his own hands.

The Long, Square-Ended Finger

Those who have long, muscular fingers with square ends, like those in Chart 51, Fig. B, have been the hand artists of all time. That this is the true "artist's hand" can be seen upon a moment's investigation ☺ ☺

Look around you in shop, office, store, or studio and the people who are really *doing something* to *produce* art—not merely talking or attempting art—have more blunt-ended fingers than the average!

The reason for this is clear. To have an *art-loving mind* is only half the battle. One must have an *art-making hand*, equipped with the muscles necessary to *produce* the thing the mind *plans*.

The pointed finger lacks muscle. That is what *makes* it pointed. The square-ends on the fingers of Fig. B, Chart 51, are caused by a superabundance of muscle.

In the production of any beautiful thing, many qualities must work together, each carrying an important share of the activities required. This is especially true of the hand arts—*sculpture, painting, architecture, violin, piano and all instrumental music*.

The artist's brain *dreams* the dream, but if it is ever to come true, the dream must be backed up by *sensitive fingers* plus *muscular* fingers that respond to the slightest thought. Each is useless without the other. The necessity for this peculiar combination goes far to account for the fact that we have so few artists.

The muscle without the mind is like an engine without an engineer. The mind that loves art but lacks the muscle will be like the engineer who is always longing to go somewhere but who has no engine to take him there.

Fay's Famous Fingers

The most successful woman cartoonist in America is *Fay King*, that charming young beauty whose human, humorous little stories, *illustrated by herself*, are syndicated to the leading newspapers of the United States every day. She has a beautiful face, delicate feet, and a graceful body not more than five feet tall, but *powerful* hands, with *long, strong, blunt-ended* fingers a young man might envy!

The Expanded Hand

Open your hand *as wide as possible*; spread the fingers as far apart and the thumb as far away from the hand as you can, at the same time throwing the fingers and thumb as far *back* from the body of the hand as they will go.

If your fingers spread far away from each other with wide spaces between; if the thumb goes far away from the hand, and all open backward and outward freely (as in Chart 52, Fig. A), you belong to a class that has a special and fitting name.

The Open-Handed Man

So well known is the meaning of this hand that long ago we invented a term for its owner. We call this man the "open-handed," referring especially



Expanded Hand
—
The OPEN-HANDED
Personality



Contracted Hand
—
The CLOSE-FISTED
Personality



to his generosity with money. A hand that opens far and wide like this is the surest sign of a personality generous with all his possessions.

This open-handed person will give you almost anything he owns. Many times he will give you what he needs for himself. If his hands open exceedingly wide, far apart and backwards he will be extravagant, incapable of saving money, and will frequently suffer the familiar results of these traits. This man is never selfish but he is often "broke."

The Contracted Hand

In direct opposition to the expanded, open hand is the contracted, restricted hand shown in Chart 52, Fig. B. This man can not spread his fingers very far apart nor his thumb very far from his hand, no matter how hard he tries. Neither can he make his hand open very far backward.

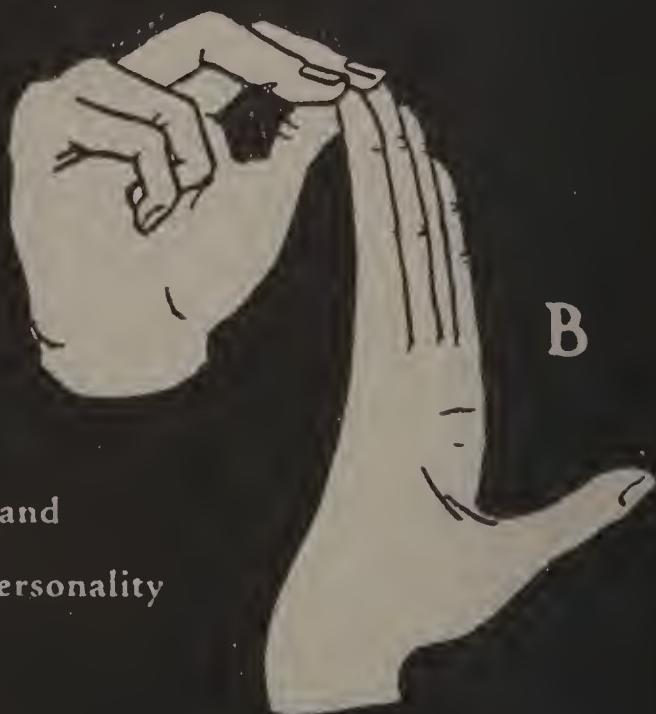
This is invariably the hand of one who is extremely careful of money—one never given to extravagance of any kind.

Be sure you do not misjudge any one in this matter. Work which requires the constant gripping together of the hand, when persisted in for years, makes it impossible for such a one to open his hand as far back as he could normally.



Pliable Hand
The PLIABLE Personality

A



Unpliable Hand
UNPLIABLE Personality

gd

53

The "Close-Fisted" Man

We also have an ancient nickname for this man—the "close-fisted." His hands stay more closed up in every way than other hands, as if afraid they might lose something. This very fear of "losing something" pervades his entire personality and his entire life.

The Pliable Hand

Now take both hands and with one pull the other back as far as it will go. See Chart 53. If it sways backward at all joints with ease, as in Fig. A, you are a *pliant personality*. If it bends a great deal farther back than this, and does it limply and loosely, you are a limp personality, easily influenced and incapable of standing up for yourself.

The Unpliable Hand

If when you try to bend your hand backward it will not go any farther back than the hand in Chart 53, Fig. B, you have an unpliant, self-determining, self-directing, stiff personality.

The resistance you offer other people is largely in proportion to the resistance one of your hands offers the other when you try to do this little thing. This does not mean that you will fight or be unpleasant about your resistance, but if you have

an unpliant hand you are not easily swayed to other people's plans or desires. You have your own program and follow it.

If your hand stands almost straight up and is exceedingly stiff, you are unyielding, unchanging and stubborn.

Will Power and the Thumb

Will power, one of the most important of all human qualities, is told more plainly in the thumb than anywhere else. The reason for this is interesting.

Historians and anthropologists agree that man was enabled to outwit and subjugate wild beasts many times his size (and eventually to rule the earth) because he learned to wield a club.

The thing that enabled him to wield a club was his *Thumb*.

A thumb is equal to four more fingers, for it can co-operate with each of your fingers. Besides this it has additional efficiency as a result of standing out so far from the hand and of being more powerful and free than any of your fingers.

To illustrate this to yourself, close your thumb inside your hand and see how little you can do with your hand. See how like a paw it becomes, and how its changed position affects even your mental state.

The Large, Powerful Thumb

The larger and more powerful the thumb *when compared with the hand as a whole*, the greater that person's *natural, inherent will power*. Fortunately, will power is a thing each man can increase for himself if he tries, but most fortunate is he who has it at birth.

The large thumb denoting a positive will is shown in Chart 54, Fig. A. Any one with a thumb as large *for his hand* as this would be practically invincible. From childhood he would dominate his environment. No start could be so poverty-stricken, so disadvantageous in any way, but this man would pull himself out and go to the top.

Nothing can stop such people. They are supermen ☰ ☱

The Small, Short Thumb

The person who has a *short, deficient* thumb, such as is shown in Chart 54, Fig. B, is swayed by his *feelings* instead of his reason, lacks will power and should set about to develop some.

Hands and Personality

Three kinds of forces operate to construct, alter and affect your personality. They are your *Heredity*,



Large Thumb
—
POSITIVE Will

A

Small Thumb
—
PASSIVE Will

B

54



your *Habits*, and your *Happiness*. Each of these is told in your hand. Your heredity *Constructs* your personality at the start; your habits *Alter* your personality; and your happiness *Affects* it moment by moment.

What Size, Shape and Structure Tell

The *Size, Shape and Structure* of your hands are determined by hereditary forces, and tell at birth all the traits referred to in the earlier parts of this chapter. These traits are fundamental, ingrained and never disappear from your personality.

For instance, the slinky-handed child grows up to be a slinky-minded man. The pointed-handed child becomes a change-loving adult. The child with big-jointed, angular hands is "born old," learns to put his playthings away and grows up a methodical, system-loving man. The child whose hands are fat, pudgy, babyish and dimpled out of all proportion to his age, develops into an ease-loving, easy-going grown-up.

The child with a disproportionately small, smooth hand will never succeed at hard, heavy labor, and must somehow get an education or be largely a failure. The square-handed boy is the exact opposite. He becomes an active, strenuous

man, capable of doing the hardest work and getting the best wages.

The short-fingered boy will never succeed at fine, skilled hand specialities—no matter how much training you may give him,—but can do things “in bunches.” The long-fingered lad is the opposite of this. He should confine himself to special lines of skilled work, and become expert in them.

You may sink ten thousand dollars in training your boy with the pointed-tipped fingers for the art work he admires, but he will never be a great artist. On the other hand, your child with the long, blunt-ended fingers can be an artist without half trying, and do creative work in whatever line interests him. He may not be interested, but if he is, let him do it.

Train your close-handed boy to loosen up, to share his money and possessions with others; but encourage your open-handed boy to start a bank account and restrain his extravagant impulses.

Encourage your boy with the long first finger to see less of books and more of the outdoors. Teach the one with the long second finger to restrain his physical exuberance—at least when there's company, or you won't have much company!

Cultivate control of the emotions in the child

who has the long third finger. But educate the boy with the long little finger not to be so self-effacing, to come out of the background and express himself more ☺ ☺

You don't need to talk ambition to the big-thumbed child—just get out of his way! But unless you develop will power in your small-thumbed boy he will never amount to much. He will have a weak personality unless given practical, psychologically-correct will-training.

Some Things Told by the Hand

The shape of your hand tells your heredity but the condition of your hand tells your habits. A man's hand-condition tells significant facts about his environment, his way of living, his income, his personal fastidiousness, his pride, his self-respect, his health, his habitual activities and, in general, how he gets his living.

The outdoor man's hand is tanned, the skin is coarsened, roughened and more wrinkled, while the indoor man's hand is whiter, smoother and less hardy-looking ☺ ☺

Occupation Shown In Hand

The man who does rough work has rough hands,

the man who does hard manual work has harder hands, the man who does soft work has soft hands. The writer and the artist have callouses on the third finger, the cigarette smoker has the tell-tale yellow spots on his first and second fingers.

The tools of all artisans leave the story of their use stamped on the hands. The dressmaker carries the marks of her needle and thimble, the dentist of his instruments, the violinist of his strings.

The hand that is primarily fat but whose muscles have been well-developed belongs to a fat man who is working a good deal harder than he likes to for a living, and who has constantly to fight the easy, lazy side of his nature. Conversely, the man whose body has a fair amount of muscle but whose hand muscles are undeveloped is the opposite—he is saving himself, doing inferior work and habitually slumping. He is doing less work than he is equipped to do, while the other man is doing more. He is degenerating while the other man is developing.

Health Shown In Hands

Next in importance to your mental health comes your physical, and this is told with surprising clearness by your hands. The sick hand tells a

story all the world reads at a glance. The fat, pudgy, red hand warns of apoplexy; the flabby, purple one of drink and dissipation; the yellow one of anemia; the corpulent one of gluttony, etc.

Babyhood, childhood, youth and old age all print themselves in the condition of the hand.

What Hand Movements Tell

Whereas the *shape* of a man's hand tells what Nature *gave him to start with*, and its *condition* tells what he has *done* with it, the way he *uses* his hands tells his *state of mind* from moment to moment ☺ ☺

Serene and Nervous Hands

When a man's hands lie serenely and contentedly in his lap, he himself is serene and content. When they tap the table, drum on the arm of his chair or beat tattoos on things nearest, he is anxious for something to happen and is subconsciously trying to hurry it.

Be warned by this if your listener does it when you are telling him a story. It is the inside of him saying, "Oh, for goodness sake give us the ending!" If he does it as you are leaving, he wants you to hurry and get out of his sight; he is thinking of the

things he wants to do, and you are in his way. If he does it in your office as *he* is leaving, it is because *you* are delaying him—holding him away from something he wants to be doing.

All this because tapping the fingers is a kind of explosion of the organism. It happens only when something is going too slowly to suit the person who does it. He can't move himself or move you, perhaps, but the steam has to blow off somewhere. His hands, being so closely allied to his brain, so facile, so sensitive and responsive, are his freest and first outlets.

The Limp Hand

People whose hands hang limp at their sides are limp, spineless personalities. Don't lean on them and don't expect too much of them. On the other hand, people whose hands habitually assume stiff, stony poses are stiff, stony people—people who are not easy to convince, who do not make friends quickly, and who have fewer friends, because they are as unadaptable as their hands.

The " Fighting Fist "

People whose hands easily and often double up in the shape of a " fighting fist " are fighting person-

alities. Notice how a thought of combat automatically closes your hand and gives it this shape without your being conscious that anything whatever has happened to it!

"Educated" Hands

The man whose hands drape themselves gracefully over things is more cultivated than the one whose hands lie like stones wherever they fall. One of the most noticeable differences between the cultivated and uncouth is the difference in the way they use their hands—a fact with which all of us are conversant ☺ ☺

Hands Tell Likes and Dislikes

You can tell whether any person likes or dislikes any article you are displaying to him by the way he uses his hands. If he is favorably impressed he will touch it softly, almost *politely*. If he stands in awe of its beauty, fineness or fragility, he will touch it carefully, *caressingly*. If he idealizes it he will make *reverent gestures* toward it but will not touch it ☺

But if he is indifferent he will handle it, touch it, point to it or pick it up indifferently. If he despises it his hands will be eloquent of disdain.

Every clever salesman learns in this way which

article you are secretly preferring and concentrates his efforts on that.

Hands and Criminals

In criminal courts the hands of witnesses tell with surprising accuracy in crucial moments whether or not they are speaking the truth. You can not lie and keep your hands quiet. They jump up and contradict you—but only a few people understand their language!

Hands of the Conceited

People who are conceited carry their hands farther away from the body when walking than others, and in jaunty, conspicuous poses. Timid people carry their hands just as near the body as they can get them—doubled, folded or clinging against the body in various ways. They even carry the thumb habitually farther inside the hand than others.

Self-confident people carry their hands confidently, have them ready for emergencies and especially for emphasizing their statements. This does not mean that they constantly gesticulate, but their hands are always in readiness. In other words, they are “handy”—a word we have invented to express anything that is as available as a hand.

Hands Tell Emotion

Very emotional individuals gesticulate habitually, and even the most repressed do so whenever in the grip of intense emotion of any kind. Emotional races—the French, the Hebrews, the Italians, for instance—are famous for the variety, intensity and quickness of the gesticulations which play accompaniments to all their conversation.

“If you want one of them to stop talking simply tie his hands,” is often said of certain races.

Hands Express Resistance

If a man’s hands make no move whatever when you are trying to convince him, it is because you are not succeeding. His mind is as unresponsive to you as his hands. If his hands stiffen as you talk, though he say no word, his is inwardly opposing you or some point you have made.

If his hands relax and open, it is because you have said something that favorably impressed him. When they open wide and lie palms upward you have *won!*

The Stingy Hand

Stingy people’s hands are in league with their owners. They never seem able to find a pocket or

a purse easily if there is carfare to be paid, though they always pick up the change you hand out with great quickness!

Generous people's hands fly to their pockets almost before you have asked them for anything and are deft at finding money. The generous man throws his change down on the counter before he gets what he has bought, but the "tight" man hangs on to his until the *last minute*, and even then parts with it reluctantly.

Hand-shaking and Personality

A man's personality is indicated also by the manner in which he shakes hands and in ways known to all. The more muscular development a man has, the more forcefully will he shake hands. He may be slow or quick to shake hands (depending on the amount of his self-confidence), but muscle is what determines the strenuousness of it after he begins.

Inexpressive people do not shake hands as easily or frequently as spontaneous ones.

What Handwriting Tells



HANDWRITING, as an index of character and temperament, has interested mankind for centuries. Scores of books have been written about it. Many claims have been made concerning its revelations.

Many controversies have arisen around the subject and most of them are still pending. Therefore we shall set down here only those few facts about handwriting which scientists agree indicate traits of personality.

Only Habitual "Hand" Indicative

If you hope to judge character *accurately* from handwriting never imagine you can do so from a small "sample," a mere signature or anything written expressly for the purpose. These tell different stories at different times, depending on mood, health and intent. Only a *collection* of a man's letters, judged as a whole, can tell you real facts about his personality.

The Three Things

The three things any one gathers instantly from one's handwriting are *age*, *sex* and *education*.

Age and Handwriting

The periods of childhood, maturity and old age all have distinct handwriting characteristics.

Sex and Handwriting

Any one of average observational powers can distinguish at a glance the handwriting of men from that of women—even when either attempts to imitate that of the opposite sex.

Education and Handwriting

Spelling, punctuation or stationery are not the first revealers of a lack of learning. The uneducated, the ignorant, have a handwriting of their own which is familiar to every one.

Regardless of how their handwritings may differ in "style," men who are educated show it in their handwriting. A man does not need to be educated in *schools* to acquire an educated hand. He who is self-educated, well-read, posted and up to date mentally has an educated handwriting no matter how few schools he attended, once he has learned to write.

Use Your Common Sense

The best recipe for reading handwriting is—*common sense*. People express each inner attitude in many

ways but always with an unconscious consistency.

For instance, you can estimate with unfailing accuracy the liberality of any individual by noting his *liberality* with *paper*, *ink* and *energy* when writing. The stingy man makes small letters, crowds them and his words together, and puts as much on a page as he can.

The Stingy Writer

Show me a letter from any man or woman written in tiny script, with letters, words, paragraphs and sentences closely squeezed together, with no margins to speak of, and I will show you a man or woman who is exceedingly careful of money.

The "closest" man I ever knew was one who had this infinitesimal hand. He wrote his letters on scraps, though he was well-to-do. He scribbled all around the edges as long as there was the least space left. If it did run over he sent the P. S. along on another slip just large enough to hold it.

The Generous Man

Conversely, the person who uses up a great deal of paper, who writes a uniformly large hand or one whose letters give each other plenty of room, is *generous* with money and possessions.

Handwriting In General

Disjoined words and letters—those that are broken apart, whose loops do not meet or which omit the last letters habitually—indicate a mind equally disjointed and disconnected.

Words connected with each other (by the writer not lifting his pen between them) show a well organized, consecutive mentality capable of centering on a thing and accomplishing it before dropping it. This tendency, moreover, increases as any individual increases his powers of concentration & &

Precise handwriting—each letter and word always written in exactly the same way and all of uniform size—denotes a personality just as punctilious and precise as that writing.

Careless handwriting indicates carelessness in the same proportion throughout the personality.

Hurried handwriting denotes a man who is usually on the run. The man who fails to do justice to the last letters in his words, the last words in his paragraphs, or whose letters *wind up in a much less careful style* than that with which they began, does everything in life largely this way. He is forever starting things he doesn't finish.

The man who *ends his letters in the same com-*

posed, careful and clear writing with which he opens them is never one who can be hurried much. He has less enthusiasm than the other man when starting things, but it lasts longer. He has more persistence and is much more uniform in his moods than the man whose handwriting changes half a dozen times in the course of one letter.

Very large flourishing, fancy capitals with small remaining letters indicate a self-satisfied, personality and usually a vain one.

Small capitals with large remaining letters denote a self-confident personality that is not troubled by what people think of him.

Many exclamations, underlinings, dashes or parentheses denote a very expressive personality. All these are attempts to carry enthusiasm over to the hearer by emphasis.

Avoidance of punctuation marks and a tendency to write along in a level, quiet style indicates just this kind of person. He has just as much composure when talking to you face to face as on paper, too.

Very straight up and down writing is made by very unsentimental people, who are not carried away by their own feelings and who see little reason for others losing their heads about anything. *Writing that slants backward* indicates this

same trait carried to the extreme of indifference or coldness ☺ ☺

Writing that slants in some places, stands straight up or backward in others indicates a dual or multiple personality. Such an individual plays many roles in the course of a day and feels today as unlike he felt yesterday as if he were two different people.

Thick, firm writing denotes a firm, resolute, somewhat stolid personality.

Forceful, large writing denotes a predominantly masculine personality.

Thin, graceful, lacey writing indicates a feminine nature, even when written by a man. Such a one loves the beautiful, the refined, the gentler side of life ☺ ☺

Sharp, angular writing denotes an austere, resistent personality very difficult to influence in any way.

CHAPTER IV

Blonds, Brunets and Titians



GREATER interest is manifested in the difference between blonds and brunets than in any other phase of Human Analysis. Of the sixty lectures in our courses the one on "Blonds, Brunets and Titians" always draws the largest crowd ☺ ☺

The reason is plain. Coloring is one of the most easily distinguished characteristics of every human being.

No one can tell, a block away, whether you have a long or short nose, but he can tell whether you are black or white. When you come a little nearer he can tell whether you are a blond or a brunet. If you happen to have red hair and by any chance are without a hat, he can not only see but almost feel it several blocks away!

There are *more significant* things in your make-up than your complexion, but the moment I come near enough to see these other things I know your

blondness, brunetness or red-haired qualities modify them, and it tells me many things about your personality ☺ ☺

The Two Classes

So keen has been the interest in analyzing people according to color that long ago the people of the white races were divided into two classes—blonds and brunets—and certain qualities were assigned to each. Almost any person you meet will tell you he knows blonds are always different from brunets and that people with red hair are different from either ☺ ☺

He will tell you he has noticed that a blond always does one thing and a brunet something else; that a man or woman with fiery hair has a temper to match. Usually he will tell you he likes to see little girls have blue eyes and golden curls and little boys dark eyes and hair.

“Vamps” and Villains

Almost any layman leans toward the suspicion that the unscrupulous are usually dark; that the sure-enough villain is usually a dark-haired, dark-eyed gentleman.

In the melodramas of our youth the Levisons

were always brunets and the Carlyles always blond and bland. Even when the ingenue was a middle-aged, medium-haired matron she must needs don the curly yellow wig—unmistakable badge of virtue—or the “psychology” was all wrong.

When there was a “villainess” she was complexioned like the vamp of today—inky orbs, raven locks and all!

Angels and Demons

So strong was the tradition connecting lightness of color with goodness of heart, and vice versa, that all angels were pictured with blue eyes and golden curls; and all demons, witches, fiends and devils with black eyes and midnight tresses.

In ancient paintings kings, queens—the nobility in general—were always blonds, and the serfs, servants, criminals and underlings brunets.

Good ladies were always “fair to look upon,” with shell-pink ears and “lily-white hands.” Such phrases as “that man is white” and “he gave me a dark look” arose from the same source.

Psychology and Old Masters

Now you and I—especially if you and I happen to be brunets—know that blonds are not always

"angels" nor brunets always villains. Some of you black-haired ones remember how the blonds "made love and rode away"—and some of you blonds remember when you did it!

"How then," you ask, "did this popular misconception arise?"

The answer lies in the fact that human psychology was the same two thousand years ago as it is today, and that "old masters," like the new ones, knew which side bread is buttered on.

When the old masters were first given vogue it was by the rulers, the royalty and nobility—and *The Rulers Were All Blondes!*

Art was just as long and time just as fleeting then as now. Painters and sculptors had to live. A man bright enough to paint a great picture ought to be bright enough to make that picture acceptable to the only people financially able to purchase it or powerful enough to reward him.

Ancient Civilizations

"The glory that was Greece and the grandeur that was Rome" have faded from the earth. Never before their rise and never since their fall has mankind builded with such beauty or brilliance. From out of obscurity sprang the marvels of that

day. And back to oblivion they fell, to lie buried through the Dark Ages and never to be rehabilitated ☺ ☺

Armless Venus de Milo and headless Winged Victory typify the rise and ruin of a day never seen before nor since. The Roman Coliseum and the Parthenon, crumbling to decay, are yet more eloquent than anything else man has ever produced in architecture; the Appian Way—after two thousand years—rivals in durability the best that modern man, (with all his later discoveries) has been able to construct.

There they stand mute, mutilated evidence that once there was a day, short but shining, when the spiritual in man broke its bonds, and materialized in bronze and marble!

The reason for it, as we shall see, was the co-operation of the greatest *spiritual* and *material* qualities of mankind.

That combination, as we shall see, was for the first and last time in human history the result of the *co-operation of blond and brunet peoples*.

Which Is Better?

"Which is stronger, the blond or brunet?" we are constantly asked. The answer is: One is as

desirable as the other, but in different ways.

Both blonds and brunets have weaknesses, but not the same weaknesses. Each also possesses points of strength not possessed by the other; and these pretty evenly balance each other.

What All Know

About all the average individual knows or could be expected to know about blonds and brunets is that the tropics are inhabited by dark people and the cooler regions by light people. We know that the nearer the Equator the darker the people, and the farther away the lighter.

Startling Statistics

In the long run statistics tell the truth. Some of these were instrumental in setting great minds toward investigating the causes underlying the striking differences between the blond and brunet personalities—with the resultant historical, ethnological, biological and psychological data briefly reviewed in this chapter.

Some of the facts revealed by blond and brunet statistics are amusing, some amazing, and all are significant evidence of the theories to be set forth ☺ ☺

Most Suicides Brunets

It was discovered that more than 85% of all suicides in America were brunets. This is due to their greater intensity, deeper emotionalism and inability to throw off grief, sorrow or discouragement.

Blond and Brunet Crimes

The records of penal institutions in the United States show that the crimes of hot blood, passion and impulse are committed by people who are more blond than brunet; while crimes of conspiracy, cunning, intrigue and revenge are those of people who are more brunet than blond.

In Business

Another interesting fact not known to the layman is that most of the business men of America are blonds, most of the professional men are brunets and most of the red-haired are in politics.

Blond Salesmen

Most of the salesmen of America are blonds—with high or outcurving noses and rather square hands.

Brunet Bookkeepers

Most of the bookkeepers of America are brunets—

with thin hands, straight or incurving noses, bony hands and firm lips.

Brunets, by reason of the greater care they give to details and their ability to stick to routine, have been the most skilful in fine workmanship—such as filigree, lace-making, embroidery, goldsmithing, watch-making, etc.—throughout the world.

Laws of Blondness and Brunetness

In analyzing for color three things are to be taken into consideration—hair, eyes and skin—and where there is doubt, either *two* constitute a majority.

For instance, a man with blond skin, blond eyes and brunet hair would be a blond. A man with brunet skin, brunet hair but blond eyes would be a brunet. Remember that throughout this chapter we are referring only to blonds and brunets of the white race, and only to persons *in normal health*.

Law of Mediums

But when any individual has hair, eyes and skin so nearly medium in every respect that you can not decide which he is, look at his eyes. Eyes, being more fundamental in the organism than hair or skin, are slightly more significant than the others, and have the deciding vote.

For instance, if you find a man whose hair is so nearly half-way between blond and brunet that you can not tell which it is, whose skin is equally medium but who has eyes a little more blue than brown, that man is a little more blond than brunet.

But if the same man had eyes that were a shade more brown than blue, he would be a shade nearer brunet than blond.

The Old Theory

Because hot countries are inhabited by dark races it was always supposed that dark color in hair, eyes and skin was evolved as a protection against *Heat*. This theory had two weak spots in it. It was contradicted by the fact that three races—the Tartar of Asia, the Esquimo of the Arctic zone and the Indian of North America—were all dark, despite their living in cold countries; and that the Albino is colorless, though living in Africa.

No theory is scientific unless it holds water at every point. This one was therefore not accepted. We knew there must be another reason, and in 1895 Joseph von Schmaedel announced the discovery which science has accepted as the explanation of the difference between blonds and brunets.

Evolution of Color

Von Schmaedel showed that color was evolved by the organism, not as a shield against excessive heat, but against excessive *Sunlight*. He showed what we have since seen to be true in every respect—that strong, brilliant sunlight carries short or actinic rays which first *Stimulate*, then *Exhaust*, then *Destroy* living protoplasm.

You can prove this for yourself. Place a germ in a dark cellar and it breeds. Place it in the bright sun and it dies.

So we know that the pigmentation which causes the color differences—from that of the brunet of the white race to the blackest negro—is the cloak Nature gives her children to protect them from brilliant sunlight.

The most familiar illustration of this is the coat of tan you acquire so quickly in summer but which fades away as soon as there is no longer any need for it.

Exceptions Eliminated

This theory held at every point. It not only accounted for the dark color of tropical peoples, but explained the four previous exceptions.

The earliest North American Indians lived

in the brilliant sunlight of what is now New Mexico, Arizona and Southern Colorado, a fact we know from the ancient Cliff Dwellings.

The Esquimo, though he lives in a cold country, lives in a brilliant land where the glare of the sun's rays is intensified in reflection by the snow.

The Tartar's country, though cold, is also bathed in sunlight and, in its Northern reaches, covered with snow most of the year.

This theory also makes clear why the Albino is without color. He lives in Africa, to be sure, but in the most heavily forested spot known to man, where the shade is so dense that no ray pierces the thick foliage.

For uncounted centuries he lived in this shelter, and therefore did not require color for his protection ☙ ☙

Not needing color he has never evolved it, and even today the pure Albino has pink eyes, snow-white hair and milky skin.

Color of First Races

As we saw in the chapter on Profiles, the first races of the earth lived in tropical countries, the outgrowth of the protoplasm which was first stirred to life by the warmth of the equatorial sun.

There they evolved the color-cloak which always varies with the brilliance of the sunlight in which its owner lives. All tropical races today have this dark color and flat, short noses.

Choice of Modern Environment

In an individual's life the environment is largely chosen or made by that individual. Directly or indirectly, wittingly or unwittingly, he decides what kind of environment he will live in, especially if he is "male, white and free."

The same is true of women, though less directly. The girl who marries a dentist in a small country town may think she has married only the dentist. But she soon discovers she has married his environment—his profession, his patrons, the little town itself—and it all becomes *her* environment ☺ ☺

She chooses it indirectly, often she chooses it unknowingly, but choose she certainly does.

The young man who enters a traveling profession, though he do so inadvertently, has nevertheless *chosen* his environment. But he, like the dentist's wife, can change to some other if willing to make the necessary sacrifices.

Today the world is full of different kinds of

environments which, thanks to our traveling facilities, can be reached in an hour's or a day's ride. The city man can "go back to the land," the country boy can go to the town, the small town men and women can go to the great city.

All may move to a different country, across the continent or across the sea—and there live a somewhat different kind of life if they so desire.

Old Environment Unchanging

But such was not possible to the early peoples of the earth. Travel was unknown. Men lived and died within a few miles of the spot where they were born, doing generation after generation what their ancestors had done, and doing it in exactly the same way.

Primitive people even today plow with crooked sticks, grind their corn with huge stones, and pray to idols ☰ ☱

So little did they know of their surroundings in those early times, and so rightly did they fear their neighbors that a wide river, a range of hills or a forest was sufficient to keep near-by tribes completely separated.

This separateness developed different languages and this in turn widened the breach—just as your

inability to understand a Russian inclines you to stay away from him.

The different tongues of the earth all came about in this way.

Temperature and Temperament

But these were not the most significant results of this tropical environment. In a race or an individual the most significant changes are never the outer or material ones, but the *inner* and *mental* ones. These eventually change the man himself.

Countries or cities varying even a few degrees in temperature produce slightly different effects on the temperament.

The Southerner and Northerner of our own country are two quite different temperaments. The climate of the South produces a different environment; that environment in turn produces men and women who differ slightly but surely from those of the North.

The inner effects of an *extremely* tropical climate upon those earliest peoples was the same as the effect produced today upon any individual who goes to a warmer climate to live, only in a far greater degree.

Also it happened *on a much larger scale and over*

centuries of time; and to peoples who (being indigenous to the climate) had none of those opposite characteristics to pit against the new environment, which the Northerner takes with him to a tropical environment today.

Temperament Not Accidental

Temperament, whether national, racial or individual, is never accidental, but always the result of the interaction of biological and psychological laws ☺ ☺

Fortunately man is coming more and more to understand these laws and apply them to the improvement of his life.

Today we know that nothing happens save as the result of a cause and that the same *cause* always brings the same *result*. We know that dark hair, eyes and skin are a result as well as an indication—the result of tropical ancestry and an infallible indication that tropical traits—in proportion to the tropicalness of his color—have come down to him along *with* his color.

It tells us these things as plainly as the purple of a violet tells you its characteristics; as the yellow of a sunflower tells you it is a sunflower; as the lavender indicates an orchid.

Tropics and Economics

These earliest tropical ancestors of ours were not troubled by economic problems. There were no bread lines, no strikes, no capital and no labor. Food grew in abandon and abundance through the endless summers. Nuts and fruits hung heavy from shrubs and trees.

When our ancient ancestor was hungry he had only to climb a cocoa-nut tree, crack a nut or two and drink his dinner. If he was not inclined to this exertion he could sit underneath a banana tree till the ripest fruit fell into his lap!

Old and New Problems

The complications arising today out of the fact that the labor of hundreds of human hands lies back of every meal we eat, every garment we wear and every convenience we own, were things of which this ancient ancestor could not have conceived! ☺ ☺

When you desire a new suit you go to a store or a tailor and bargain with one or a dozen men about it ☺ ☺

Through the help of a dozen more, via the telegraph, postal service, the railroad and telephone systems, it reaches you.

But first it was clipped from the back of a sheep or picked from a cotton plant, dyed, woven, manufactured, wholesaled and finally retailed.

The entire process involves—directly and indirectly—some hundreds of other human beings.

But when that first man and woman wanted a new suit they plucked some grass from the river bank, wove it into a sash-curtain effect and strung it around their waists; or, for cool days, tanned the skin of animals.

For a house they cut down reeds, leaned them together and thatched them across the top—an architectural achievement requiring about two days.

Time and Temperament

What effect would such an environment have upon you, if transplanted to it today?

First, and most important, it would give you *more leisure*.

The man who is driven by necessity to work long hours each day to have food, clothing and shelter for himself and his family has little or no energy left at night to think about his inner life.

To sustain life is the first requisite of every creature; to think on the *meaning* of life comes later.

He who has to struggle too hard to feed his

stomach can not feed his spirit. He who must work very hard in order to live *here* has few thoughts about the *hereafter*.

There are but twenty-four hours in a day, and each human being has only so much mental and physical energy. If he is compelled to give his time, strength and energy to one thing, he does not have any left to give to others.

Always the thing he seeks first is *self-preservation* ☺ ☺

Self-expression and soul-salvation are matters to be considered only by the man with time and energy to spare. But they come inevitably into the thinking of every human being as soon as he is free to give them his attention.

The Tropical Temperament

So when Nature bounteously showered upon this tropical man all the things required for his self-preservation he turned his attention inevitably to another imperative need of every human being—that of self-expression.

Everything in his environment encouraged him in this. In a primitive land every creature is more unbridled than in civilized communities. People of our own generation express their feel-

ings and thoughts *in proportion as their ancestors lived near the equator.*

The difference between the temperamental prima donna—whose every passing thought is told in face and form—and the stolidity of the Swede is caused by a difference of latitude, and plainly indicated by their respective complexions.

Self-Expression in Art

Some of the highest forms of expression are by means of the arts—music, singing, dancing, acting, painting, sculpture, literature and architecture 

Those who can not create but only appreciate these arts find joy and peace in them. Millions of inarticulate men and women see the beauty they can not describe given to the world on the painter's canvas; they hear in concert and symphony the beauty of sound and song they themselves can never utter; the beauty of form and line speaks to them through sculpture and architecture; that of rhythm and motion in dancing; and the words they would speak are spoken for them through literature and the drama.

Brunets the World's Artists

Because these tropical peoples had little work

and much leisure it came about that the fine arts of music, singing, dancing, acting, painting, sculpture, literature and architecture originated with the tropical races whose distant though *direct* descendants are the *brunets of today*.

A glance at the complexions of the greatest artists, from antiquity down to our own time, will give you interesting proof of the artistic sense inherent in brunets. Even today, when blond and brunet races have intermarried for centuries, the great majority of leading artists in every line are brunets.

The most common apparent exceptions to this are the great Irish singers. These, however, are not actual exceptions. The Irishman with dark hair and blue eyes is a cross between the dark Spaniards who invaded Ireland and the blue-eyed lassies of Erin whom they married.

Brunets Furnished World Religions

After the demand for self-expression there comes to every man another—the urge of soul-salvation. Religion, in all its forms, is the result of this urge.

The tropical man, with time to think, did what every individual does who has time to think. He grew introspective. He longed for self-

expression throughout eternity and dwelt upon the question of his soul. The beauty all around him in flowers, trees, birds, the earth, sea and sky, all made him long to live forever; while the coming of the seasons, the endless reproduction of life in everything about him, made him say, "Man, too, lives forever. He dies only to bloom again"—and thus the first "hereafter" religions were born ☺ ☺

It is a significant fact that the four greatest world religions—Christianity, Buddhism, Mohammedanism and Confucianism—were all given to the world *by brunet races*.

It will also be interesting to you to note how large a majority of the most religious people today are brunets. There are many religious blonds, and a religious blond is as devout as a brunet. But there are not nearly so many of him!

Civilization Widens

But as we have also seen in the Profile chapter, all the people did not stay in the tropics. The most ambitious migrated farther and farther away from the torrid zone, spreading over the earth in every direction, until at last over-population crowded them into the cold countries of the far North.

Blond Countries

Some of these cold countries were also foggy countries. Especially was this true of those around the Baltic Sea (now Norway, Finland, Denmark and Sweden) and what is now northern Germany, England, Scotland, Ireland and Wales.

These are the "Blond Countries." From them come the blue-eyed German, the pink-cheeked Englishman and the towheaded Swede.

What They Faced

Remember what the ancestors of these blond races faced in that northland, where the Summers were short and the Winters long! Where nothing grew save what was *cleverly cultivated* and *carefully tended*; and useless even then unless painstakingly protected, preserved and prepared for use ☺ ☺

In such a land nothing less than the utmost effort of brain and brawn can save a man from extermination. All the ingenuity of his mind must assert itself if he is not to perish.

The Law of Growth

When any creature faces extinction he begins to use his head. If he puts up a good fight everything

strong in him rises to the surface, answers to his needs and usually saves him.

Super-civilized peoples become weak and die. It takes difficulty to draw out the sleeping giant in each of us. The natural inertness of every organism is so great it refuses to awaken for anything less.

A man who is petted, pampered, fed, clothed and sheltered becomes a weakling; while many a one whom the world considers a weakling, and who so considers himself, becomes a man when forced into a pioneer land where he is compelled to use his head and hands, his muscle and his mind.

Beginnings of Civilization

So it was that the peoples living in that cold and sunless land where now live the Saxon and Teutonic races faced the most serious of human problems.

With all their planting, cultivating and care, the scanty crops were not sufficient for their needs. The sea must be made to give up its food. So the first navigators "went down to the sea in ships." At first they were the crudest of ships—only tiny fishing boats, but our giant *Titanic*, the brave *Lusitania* and all modern dreadnaughts were their lineal descendants.

Birth of Building Construction

After food, the next necessity is shelter. In the tropics the elements are kindly and the problems of shelter extremely simple. But in the North snow and cold and storm raged for more than half the year. Only he who could build himself a strong, warm house would live to see the Spring.

But because of this, construction and building were invented. The great-grandfathers of our skyscrapers came into being!

Commerce Begins

When the fishermen made larger catches than they needed for themselves they disposed of them to their neighbors.

When some one who had specialized in building became more expert, they built houses for others, for pay.

Thus came the beginnings of commerce, the forerunners of world markets, Wall Streets, telegraphs, telephones, wireless—all the mammoth industries of our modern world.

After the exchange of commodities came the necessity for transporting them, so men began to invent ways and means of doing it.

They built simple carryalls, then wagons,

then larger, stronger vehicles, until transportation as it was destined to show itself in the network of railways now encircling the earth, came into existence ☺ ☺

The United States Postal Air Service, which picks up a letter in New York and delivers it a few hours later in Chicago is its youngest and prettiest child!

Changes in Human Brains

But the external world was not the only one in which drastic changes were happening up there in those cold, foggy countries.

Driven by necessity to use every atom of his brain to invent ways and means for self-preservation, this Northern man finally evolved a mind which from birth tended instinctively to act with *quickness, keenness and practicality*.

Since only the quickest-brained lived to reproduce, *this region at last came to be inhabited exclusively by quick-brained, practical-minded, aggressive people*.

Obviously, this mind was far different from the meditative one of his tropical ancestors.

Outer Changes

In Nature nothing happens by accident; every-

thing has a purpose. When the purpose for which it is produced disappears, the thing itself disappears.

As stated before, Nature is an Efficiency Engineer. When you need something she will give it to you if you fight hard enough to deserve it. But when you no longer use a thing she takes it away from you. Let your arm hang limp for six months and the muscles will show signs of atrophy; make it six years and it will be a flabby, useless appendage.

These men of the North lived in an atmosphere whose heavy fogs seldom allowed the sun to shine upon them. They did not need their color cloak. So nature took it away again.

Guaranteed to Fade

When you make one thing happen you make anywhere from one to a thousand things happen. Everything in life is dependent upon something else. In this case *four* momentous things were happening simultaneously to these Northern people.

The first was that they were evolving *longer and higher noses*, in order to breathe in and warm the larger volume of air necessary for supplying the oxygen for their strenuous activities.

The second was the *great physique* which

inevitably resulted from this strenuous activity and large breathing system.

The third was the *mental keenness* produced by these two, and the ambition it in turn produced.

The fourth was that the color they no longer needed *simply faded out*. This made them blond—with the light hair, eyes and skin we see in all Northern races today.

Characteristics of Blond Races

So down to this age and during all the ages between, the blond races have been characterized by *longer, higher-bridged noses, taller, higher-chested bodies, and more sloping foreheads*.

The same environment which produced these inevitably produced more *love of place, power and possession, more commercial and military ambition*.

As a result of *all these in combination* they became the originators of *world navigation, world transportation and world communication*.

Modern Civilization Built by Blonds

All these man-made miracles which we call "modern civilization" have been invented and instituted by *blond races*.

The German "War God," England's "Rule

of the Waves," and America's commercial supremacy are significant and inevitable manifestations of the blond temperament.

The Psychology of Ambition

When you know the psychology of individuals you know the psychology of races, nations and countries; for nations, races and countries are but individuals ~~as~~ ~~as~~

What is the psychology of any aggressive, quick-brained, practical-minded man? It is to get place, power, possessions—the material things of life. He surmounts one difficulty only to tackle another. He is always "seeking new worlds to conquer." He likes to acquire, to rule, to be "monarch of all he surveys."

Out For New Worlds

So these men of the North—trained to *daring* by travel over the open seas; learned in the ways of defeating man's and nature's *opposition*; gifted with the *mental keenness* born of many problems; and with the physical strength resulting from hardships—set out, after awhile, to subjugate the rest of the world.

You are acquainted with the history of that

day—how hordes of “giant blond men” swept down from the North, destroyed everything that offered resistance, and did not stop until they reached the Aegean and the Mediterranean.

There they easily subjugated the peace-loving, esthetic, dark-skinned peoples and set themselves up as rulers.

Blond Rulers of Brunet Peoples

The “Greek profile,” the “Greek figure”—immortalized on ancient coins, in bronze and in marble—were the profiles and figures of the rulers, *not* of the peoples who were indigenous to that soil.

The story of Greece and Rome—that most illustrious moment in all the history of mankind—is the story of *brunet peoples ruled over by blond kings*, of conquests led always and only by blonds, of the battles and wars and world-dominion-thirst of blond generals.

The Practical vs. The Beautiful

The civilized people of the world can be divided into two main classes: those who look for the *useful* and those who look for the *beautiful*.

Blond Aggressiveness Plus Brunet Art

Nations, like individuals, suffer from too much

of one or too little of the other of these qualities. Blond races crush the beautiful in the struggle for the useful. Brunet races forget the useful and keep themselves in penury dreaming of the beautiful ☺ ☺

The aggressiveness of the blond plus the *art* of the brunet would make an ideal race and an ideal nation ☺ ☺

When the stalwart blonds came down from the North *this is exactly what happened*. They took the reins of government away from the brunets; applied their great energies to the building, navigation and warfare which they had invented in the North.

Soon things began to happen which had never happened in the world before.

These blonds possessed no artistic talents themselves—having always been too busy getting food and shelter to have any time to sit down and think of the lovely in life. But the prizes, fame and riches offered by the rulers for sculpture, architecture, the drama, and later for painting, were powerful incentives, and immortal art of many kinds was at last given to the world.

These facts shed no small light on our mistaken traditions about the “blond angels” and the

"brunet devils." The old masters evidently knew how to reconcile the beautiful with the useful. Or perchance, like us, they admired most the complexions they did not have themselves!

The Three Stages

The law stated earlier in this chapter—that brilliant sunlight *first stimulates, then exhausts, then destroys living protoplasm*—explains not only the brilliant rise but the tragic fall of all these.

The rulers who swept down from the North were extreme blonds, devoid of the necessary color-protection. The brilliant Southern sun *stimulated* them to their highest powers; in a few generations *exhausted* them, and in a few centuries more *wiped them out*.

Blonds and Brunets Today

So today when we see a blond we know he inherited his blondness from some Northern ancestor. But we know his blondness is not all he got from that ancestor. We know the same ancestor who gave him his light color also passed on to him certain other traits, because internal and external traits always go together.

Biology and psychology are inextricably inter-

woven, for the reason, as we have pointed out, that each results from the *environment*, and the environment stamps the outside and the inside of a man's nature *simultaneously*.

You can't be an extreme blond and have extreme brunet traits, any more than a sunflower can smell like a violet.

PERSONALITY OF THE BLOND

From the foregoing it will be clear to you why extreme blonds, as long as in normal health, are quick, active and optimistic. They inherit these qualities along with their color from their blond ancestors who lived in cold or mountainous countries, where only the most active, strenuous, daring and optimistic lived to reproduce.

We know when we see an extreme blond that we are looking at a man or woman to whom the practical and utilitarian are of supreme interest. The environment of his ancestors compelled them to concentrate on these things to the exclusion of others ☺ ☺

We know that place, power and possessions mean much to extreme blonds because the desire for these things grew inevitably in the blood of their ancestors as fast as they became strong enough to get them.

We know when we look at an extreme blond that the material things are the ones he goes after first. He does not ignore the spiritual, but it has got to wait its turn.

We know he generalizes—sees things as wholes, dislikes details, likes to promote and produce all kinds of practical things.

He is often a speculator, for the unlimited possibilities of material projects fire his imagination till he can count chickens by the thousands before they are hatched.

The extreme blond is more calculating and less emotional in his love than a brunet. Because he loves change of all kinds he keeps himself free from marriage longer than the brunet, but has more flirtations meanwhile. For this reason he (and she) with the blue eyes and golden hair often leave more broken brunet hearts along their pathway.

Extreme blonds are more aggressive and more adaptable than extreme brunets, because they are the children of races that *had* to be aggressive and adaptable or die.

They are more quickly angered and more impatient, because those Northern ancestors had a hundred things to irritate them where the brunets of the tropics had one.

Bitter cold, whipping winds, the lashing sea, hail and rain and blizzard are all things that try the patience of man, and these blond men fought them bare-handed generation after generation ☺ ☺

The extreme blond is dominating because long ago he had to dominate his surroundings or be crushed by them.

He likes applause. His bravery of old challenged the admiration of his neighbors and he developed a taste for it.

He is naturally inventive because his necessity was great, and necessity is both the father and mother of invention. While the tropical man was inventing music with which to express the transports of his soul, the man of the North was inventing means of transporting commodities without which he would have starved or frozen.

Law of Blond Combinations

Because of the same environment which produced the blond also produced the long, high-bridged nose, any one who has *both extreme blondness and an extremely high, long nose will have these strenuous qualities in extreme measure.*

When an extreme blond has a low, sway-back

nose, the intensity of these qualities *will be cut down more than half.*

Profile shape, being more important than color, takes precedence. Thus a man with a large, long, high-bridged nose would have a strenuous nature no matter how dark his hair and eyes, because profile is of *more significance than color* in sizing up personality ☺ ☺

PERSONALITY OF THE BRUNET

Though his skin be ever so white and though he belongs to the whitest of races, any person with extremely dark eyes and dark hair is in many respects the child of his dark-eyed, dark-haired ancestors, and his personality will invariably manifest them ☺ ☺

He will be more *poetical, spiritual and emotional* than an extreme blond of the same body, head, hand and profile shape. He will be more moved by beautiful music, by the lovely in sculpture, painting and dancing, and will give them more of his attention than a blond of his own type. He will go oftener to serious plays and spend more time and money on them than the extreme blond will.

He will be more painstaking and prudent than a blond of his same general structure. He will be

more patient but also more pessimistic. He is more inclined to take things seriously, to "lay something up for a rainy day." He is inclined to be a mystic where the blond is a realist; to look for the "inner meaning" of everything and to feel that he has found one. For the reasons previously mentioned, he is a specialist by nature whereas the blond is a generalizer. The brunet, if very out-curving in profile does not like details, but if incurving, can be trusted to take infinite pains with the most intricate task and to have a pride in it entirely aside from its monetary returns.

The extreme brunet is more retiring than the extreme blond, because the dark-eyed, dark-haired ancestors from whom he inherited his nature were not forced by circumstances into the forefront of competition with their fellows.

The extreme brunet cares more for intrinsic value than for show, because those same ancestors had the time and leisure to contemplate the beautiful without capitalizing it for material advantage.

He is more patient because neither necessity nor the elements drove him to fury. The only enemies he had were the beasts of the jungle. But in dealing with them he developed a caution and cunning unknown to the Northerner who was

forced to meet all his enemies in the open. For this interesting reason we find extreme brunets always more cautious than extreme blonds.

Developed in a land where passion and poetry held sway, the extreme brunet has these qualities in greater degree. Thus he stabs himself and his loved one rather than give her up to another, where a blond would say "good riddance to bad rubbish" and look for a new one!

Having time to think and plan out every action, the extreme brunet is more *patient*; having faced no necessity for domination, he is more *submissive*; having lived in the *senses and affections* for centuries, these mean more to him than to the blond, who was so busy making a living for his wife that he had no time to make love to her!

Because he had both the artistic sense and the time to devote to his work, the extreme brunet is more inclined to be *careful*. He is *less spectacular, less dashing and less sensational*. He is *intellectual* where the blond is practical.

Law of Brunet Combinations

Because the same environment which produced the brunet also produced the low, sway-back nose, any one who has both extreme brunetness and an

extremely short, sway-back nose *will have these emotional qualities in extreme measure.* When an extreme brunet has an extremely long, high-bridged nose, the intensity of his brunet qualities will be *cut down more than half.*

As stated before, profile shape, being more important, takes precedence.

Thus a man with a small, short, sway-back nose would have an inactive, intense, cautious nature, no matter how light his hair and eyes, because profile is of more significance than color in sizing up personality.

PERSONALITY OF THE RED-HAIRED

The red-haired or Titian type of individual is a cross between the blond and brunet—a strange commingling of the light and dark traits. Instead of the swarthy skin of the extreme brunet or the creamy skin of the extreme blond, the red-haired usually has a *pink* skin, well freckled.

Freckles are coagulations of pigment, sprinkled over the skin instead of being spread evenly over it, as in the olive-skinned.

There are more red-haired among the Irish than any other nation, and for the reason referred to before—that Ireland is not now a pure blond

nation but contains a large percentage of people who are a cross between blonds and brunets.

The Spanish Armada (made up of dark-eyed, dark-skinned, dark-haired Spaniards)—was wrecked off the Irish coast by the English, and the entire fleet of 30,000 men descended upon Ireland and remained there—the great-great-great-grandfathers of the raven-haired, violet-eyed Irish boys and girls of today.

This strange combination of intensely brunet hair and intensely blond eyes is seldom seen anywhere else on earth, and accounts for much of the equally strange blending of the *practical* and the *poetic* in Irish people.

The Titian or red hair is another expression of blond and brunet intermarriage, and always indicates *the same crossing of characteristics*.

It is a well-known fact that the red-haired are different from the blond and brunet types and different in ways which are inexplicable to the layman. The red-haired man, we know, is a *quick-thinker* and a *hard fighter* like the blond, but *intense, imaginative* and *artistic* like the brunet.

He can be both revengeful and forgiving, and he is at once the most flirtatious and the most constant of lovers ☺ ☺

Today science explains this as the natural outcome of the cross which constitutes his type. He is a blending of the extreme blond and the extreme brunet traits inwardly as well as outwardly, and a bundle of contradictions psychologically as well as physiologically.

Fortunately the red-haired combines many of the best traits of each of the other extremes, with few of the weak ones of either, and this accounts for the commonly-known fact that red-haired people *are never mediocre*.

Red-haired vagrants, idlers or beggars are unknown. And though few in number compared with other types, the red-haired people *comprise surprisingly large numbers of the world's most famous and successful men and women*.

The personality of the red-haired, therefore, is, as you will find it every day a *personality of contradictions* ☺ ☻

The extreme blond is inclined to be optimistic, the extreme brunet pessimistic, but the red-haired is both—one thing today, the other tomorrow, and each *extreme* at the time.

The red-haired is not half-way about anything. He may go to opposite extremes of the same mood all in the same hour, but he will “go the limit”

both times. He is like a pendulum—never slowing down near the middle but swinging to the extreme point with each oscillation.

The red-haired, because they combine so many of the best and so few of the worst qualities of each of the other types, have the most spontaneous personalities. They can and do get almost anything out of life they desire. Cleopatra, the most powerful female personality of antiquity, belonged, so the historians agree, to this red-haired type—freckles and all ☺ ☺

At the close of this chapter you will find a chart showing how the characteristics of the red-haired vibrate between those of the extreme blond and extreme brunet. In it you will get a list of the main characteristics of all red-haired men and women.

Law of Titian Combinations

Because the red-haired or Titian type is a cross, physiologically, between the extreme blond and the extreme brunet, he is also a cross between them psychologically, and invariably exhibits those contradictions as the outstanding marks of his personality ☺ ☺

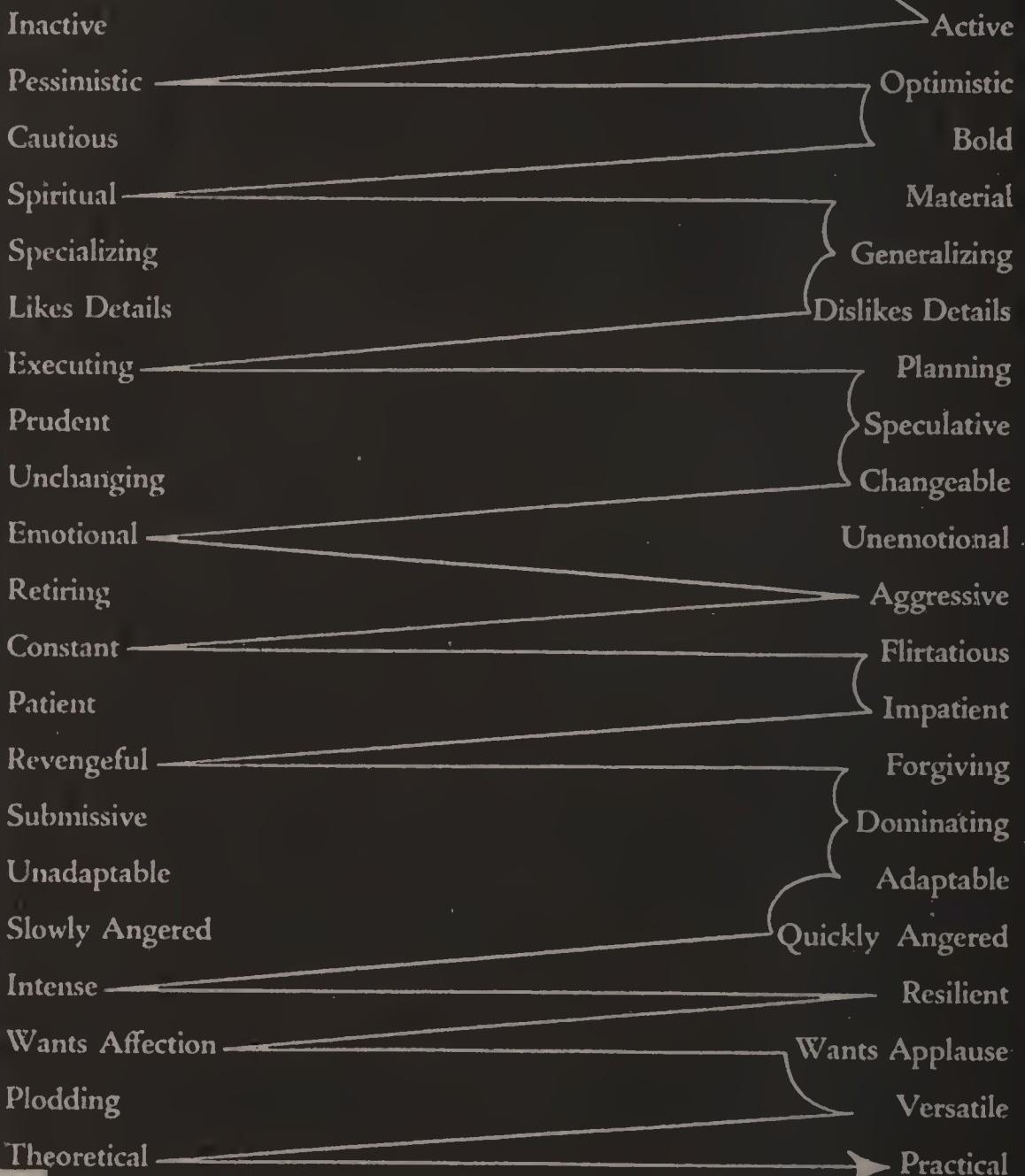
Whenever a Titian has a long, high-bridged nose and blue eyes, he will tend *more to blond*

BRUNETTS

TITIANS

BLONDS

(For traits of red-haired follow the arrow)



characteristics; but whenever he has a low, short, sway-back nose and brown eyes, he will tend *more to brunet characteristics*.

Profile, being more significant than color, comes before color in analyzing personality. The color of the Titian's eyes are next in importance to profile—blue eyes with red hair indicates a leaning to the *blond*, and brown eyes with red hair a leaning toward the *brunet*.

Characteristics According to Color

Bear in mind that color is *not* the most vital external index—body, head, hand and profile being of greater significance.

Other things being equal, however, you will always find the main differences between blonds, brunets and Titians, as shown in Chart 55.

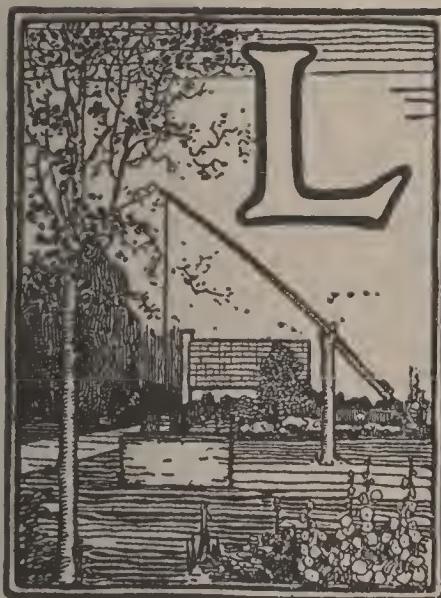
Three men of the *same body, head, hand* and *profile* shapes, but one an extreme blond, one an extreme brunet and the other extremely red-haired, would differ in exactly the ways set down in Chart 55.

But the red-haired person with *brown* eyes will tend more to the qualities in the left column of Chart 55, and the red-haired with *blue* eyes more to those in the right hand column.

CHAPTER V

External Indications of A Long or Short Life

Part One



LONG life, though possible to the great majority, is achieved only by the smallest minority of human beings. Most people are committing suicide by inches through wrong habits of living, when they could prolong life far beyond three score and ten by the *right* habits ☺ ☺

The methods by which this can be done are simple, workable, reasonable, and pleasant. They are now being used by thousands of up-to-date men and women, and many of them have been used, consciously or unconsciously, by every person who lived to great age.

A long, useful life depends on two elements—heredity and habits. Nature gives you a good or a poor start, and this is half your battle.

Everything points to the fact that Nature does her part in the vast majority of cases. It is man who falls down.

Even in those cases where Nature has failed to give us certain ingredients up to par, we can improve, cultivate, develop and protect them till the damage they do to our chances of longevity is very much decreased. Often, in fact, a slight deficiency in some direction is actually the cause of a man's long life, the consciousness of this deficiency compelling him to take better care of himself in that direction than those fully equipped, and thus to outlive them.

Signs of Long Life

Any deficiencies or extras in the kit Nature furnished you are discernible by your external appearance ☺ ☺

In order that you may measure your own equipment and detect the weakest places which you need to strengthen, we give below the indications of deficiency and development in those physiological systems which are the strategic points and whose force and functioning most vitally affect the length of your life.

Vitality and Longevity

Self-preservation, the first law of every organism, depends more upon *nutrition* than upon anything else. The foremost need, (therefore, the first demand) of every creature, is for food. Upon food we build *vitality*, that magic something which measures not only the quantity but the quality of life itself.

So the most significant sign of long or short life is seen in the Vitality Section of the face. This section is that part of the face below the conjunction of the nose with the upper lip. See Chart 56. If this section comprises more than a *third* of the *length* of the *entire face* from the hair line to the chin, that person has a very good chance for a *long life* ☺ ☺

Signs of Great Vitality

If the Vitality Section is both *long* and *wide*, as in Chart 56, Fig. A, that person has a splendid chance for an extremely long life.

But it is a deplorable fact that such a man usually misuses this wonderful mechanism till it causes disease and death. The urge to satisfy such an over-developed stomach system is so great that he is constantly tempted to overload it. His enjoyment of food is so intense, the pleasure of assimila-



A

**Underdeveloped
VITALITY Section**

Short life unless
eats properly



56



tion so keen, he labors continuously under this practically irresistible temptation. Thus he over-taxes all his vital organs.

So this man to whom Nature has presented her greatest long-life ingredient often dies young. Her laws are inexorable, and when you violate them or abuse any of the powers she has given you, you must pay the penalty.

This is also another illustration of the fact that *all extremes are bad*—even good ones.

This man with the long, wide Vitality Section (see Chart 56, Fig. A) can live to a remarkable age if he will but keep down the quantity of his food. He need not be restricted as to quality or kind. No foods “disagree” with him. He can eat, digest and enjoy almost anything. But he *must* control his eating  

Signs of Deficient Vitality

When you see a man whose Vitality Section is deficient, as in Chart 56, Fig. B, you are looking at one who has an under-developed stomach system and who therefore has a smaller natural chance for long life than the man described above. But he can and often does outlive the other by undereating and by giving his stomach only those



Strong, heavy neck

Natural STURDINESS

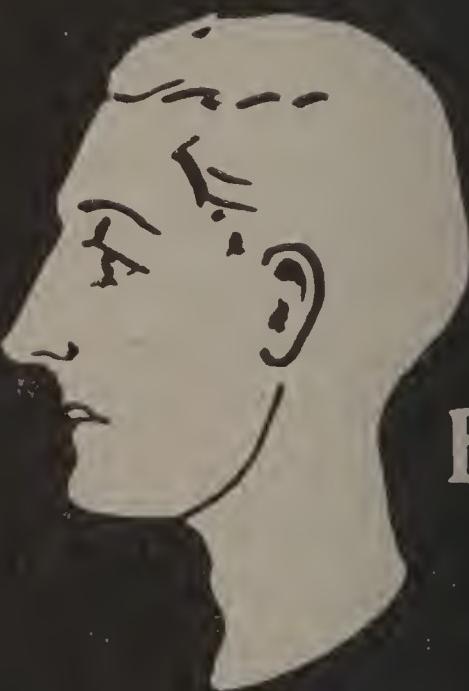
A



Thin, frail neck

Natural FRAILNESS

B



foods he can assimilate easily & The less food we eat the less poison we put into the body and the less housecleaning is required of the eliminating systems. The man with a small stomach system often unknowingly adds years to his life by preventing this wear and tear.

The Sturdy Personality

The sturdiness of a flower—its ability to withstand wind and weather and to draw life-giving sap from the main plant into itself—depends very largely upon the *sturdiness* of its *stem*.

Go out into your garden after a storm and you will find some of the slender-stemmed blossoms whipped off the stalks, but the thick-stemmed ones will be undamaged.

Your neck is this stem. Any human being's inborn physical sturdiness is in proportion to the sturdiness of his neck. By this we mean its size, muscularity and strength as compared with his body as a whole.

Significance of a Sturdy Neck

If you have a sturdy neck like that shown in Chart 57, Fig. A, you have a correspondingly good chance of long life. You will have more endurance,



A

Overdeveloped nose
Wide nostrils
EXCELLENT
lung power



B

Underdeveloped nose
Narrow nostrils
DEFICIENT
lung power

58

a stronger general constitution than you would have otherwise; and various inherent defences against disease, exposure, overwork and strain.

Significance of a Frail Neck

A frail neck is one which is thin, long and narrow compared to the general bodily thickness. Such a neck is shown in Chart 57, Fig. B.

Any person with this neck has a naturally frail constitution. He may be well, and certainly he can learn how to *keep* well, but he will never possess the capacity for strenuous labor which the man above has.

People with long, slender necks often have great *moral* endurance, but they never have as much physical endurance as the short-sturdy-necked people. This frail-necked man should guard against overwork, overstrain and exposure.

The Energetic Breather

Man's three kinds of food are eatables, water and air. Take any one of these away and he dies.

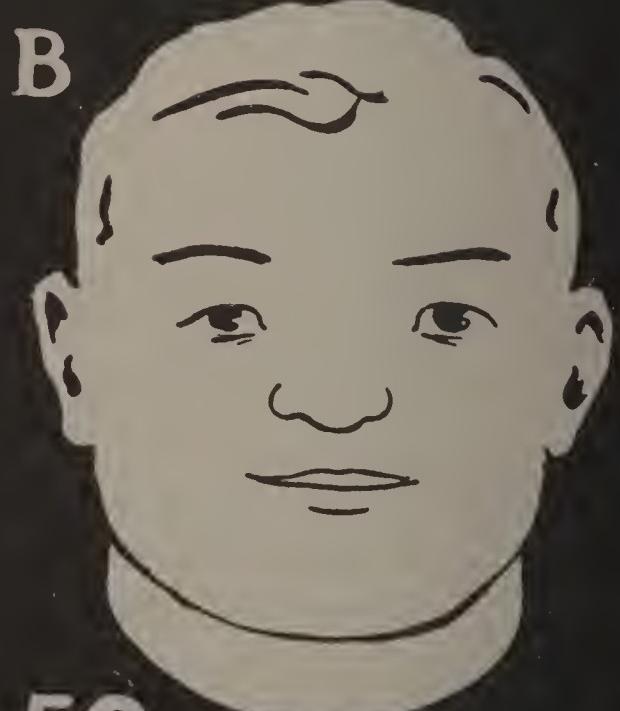
Just as some men are born with larger-than-average stomachs, others are born with larger-than-average lungs ☺ ☺

The *mouth*, being the initial point of the stom-



Long face,
irregular features
—
The OUTDOOR
Man

A



Round face,
round features
—
The INDOOR
Man

ach system, reflects by its own size the size of the whole *assimilative apparatus*. The *nose*, being the entrance and exit for the lungs, tells us much about the force and functioning of your *breathing system* ☺ ☺

As we have explained previously, if you have a *long, high-bridged, wide-nostripped nose* like that shown in Chart 58, Fig. A, you have larger, more powerful lungs than you would otherwise have. This will not only add to your chances of long life but give you more *energy, endurance and enthusiasm*.

The Deficient Breather

If you have a *small, short nose with narrow nostrils* —a pinched nose—like that in Chart 58, Fig. B, you should practise deep breathing, be careful of ventilation and walk much in the open air. If you will make these part of your daily habits and avoid very cold climates you can lengthen your life by many years.

The Outdoor Man

Any person with a *long, narrow face and high cheek bones*, like the man in Chart 59, Fig. A, is essentially an *outdoor man*. He belongs to the open and knows it so well he usually stays there. You will seldom

see this type of man leading a sedentary life or tied to a desk.

He is the typical scout, frontiersman, stock-raiser, lumberman, rancher and cowboy. Almost without exception the professional guides in the Alps, Rockies, Sahara Desert and Grand Canyon are men with this angular, long-lined, high cheek-boned face.

When men with this long, *irregular* face spend their lives in "the great open places" they live to old age, but usually die young if confined to four walls. It is another interesting fact that this is the general outline of the faces of the world's golf and tennis champions.

The Indoor Type

We all live too much in houses. But there is one man who suffers less from it than any other and who can have very long life despite its being an indoor one. That is the *round-faced, round-featured* man shown in Chart 59, Fig. B.

This man gets his round face and features from centuries of house-dwelling ancestors, and is thus better adapted at birth to this environment than the long-faced man, who is a harking back to his outdoor ancestors.

Whereas the long-faced man with the high cheek bones does n't feel right unless he "gets out into the air" or exercises part of each day, this round-faced, round-featured one can retain his health and youth surprisingly without these things. But he should be sure that his rooms are filled with *fresh air*.

Chews His Food

Because mastication is the first stage in the process of digestion, it has an important bearing upon health and hence upon longevity. Proper mastication is easy only to the man who has a fairly large mouthful of teeth *slanting slightly inward*.

This slightly inward slant is necessary to the fine grinding which all food should have before it is sent into the stomach. A good illustration of this large mouth with firm, inward-slanting teeth is shown in Chart 60, Fig. A.

The Outstanding Teeth

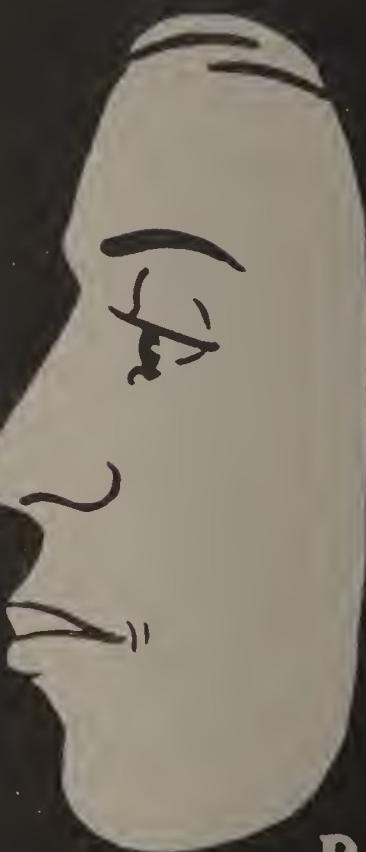
But the man shown in Chart 60, Fig. B, has a small mouth and his teeth slant *outward*—a condition which makes it difficult for him fully to masticate his food. So he swallows much of it without proper chewing and therefore minus the necessary saliva.

A



Teeth slanting
slightly inward

PROPER MASTICATION
of food



Teeth slanting
far outward

POOR MASTICATION

MD

60

This man always has the equivalent of the "hurried meals" which American doctors have declared are responsible for the early death of so many business men.

Seeing the Funny Side

And now comes a mental trait which can add or subtract decades from your life. This is that much underestimated "sense of humor."

Almost everything *has* a funny side, just as a side which is n't. You will always find whichever one you are looking for. Whether you habitually have your eye out for sadness or gladness is one of the surest signs of a long life or a short one; for every thought you think, not to mention habitual mental attitudes, either lengthens or shortens your life.

The ability to see the funny side, the tendency to find the "silver lining," sweetens and *stimulates* the physiological processes—another illustration of the interdependence of psychology and biology.

But the tendency to look at the dark side of things *poisons* all the physiological processes, puckers up your insides just as it wrinkles your face, slows down and drags down the tone of your whole personality. By so doing it not only shortens

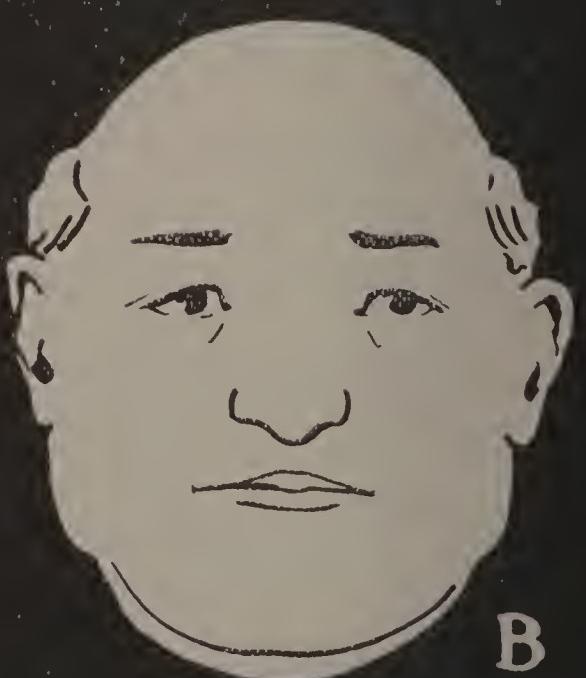


Upper corners
on his forehead
**The Natural
HUMORIST**

A

No corners
on his forehead
**The Natural
REALIST**

61



your life but shortens your chances for happiness while you are alive.

The "Humor Bumps"

Although "bumps" seldom tell much about people, there are two bumps that mean something. They are the bumps or top corners of the forehead. See Chart 61, Fig. A.

This man is a "born humorist." He could see something funny in his own funeral. But the man in Fig. B is so devoid of the sense of humor that he can't even see how funny he is himself. He sees everything in the concrete—no hidden potentialities, no quirks, nothing but the surface.

How To Make People Like You

Part Two



OUR opportunities in life all come, directly or indirectly, through, from, by or with *other people*.

The roadway of your life is a toll road, with all the people you meet, know or associate with holding the keys to the toll gates through which you must pass to your goal.

The surest way to make them delay you, block your way or refuse to let you through their particular gates is to have the antagonistic personality which makes them dislike you.

The next worst thing is to have so colorless a personality that they are indifferent to you.

The best is to develop the magnetic personality that makes them *like you*. Then they will help you through their gates by recommending you to others and giving you chances, openings, promotions and other advantages—all of which will so facilitate your progress that you will cover much more ground in a much shorter time, and some day *arrive* ☺ ☺

The Law of Popularity

To make people like you, you must let them do what *they like* in the *way* they like to do it.

Every person you meet belongs predominantly to one of the five human types, and each one of these types has definite likes and dislikes, different from any of the other four. His bodily structure tells the *fundamentals* of his *nature*, with which we have dealt fully in our course on "The Five Human Types." But it is the *face* of each individual that tells the traits of his *personality*.

The Five Personalities

In determining to which type of personality any individual belongs, and to know what his likes and dislikes are, decide which one of these five faces his face most resembles.

He will be of that particular personality in proportion as his face resembles that particular face ☺ ☻

If his face is a combination of any two of these faces, his *personality* will likewise be a combination.

The Easy-going Personality

In Chart 62, Fig. A, you will find an extreme example of the Amiable Personality. Such a person-

A



The EASY-GOING
Likes ease and food

B



The RESPONSIVE
Likes change and novelty

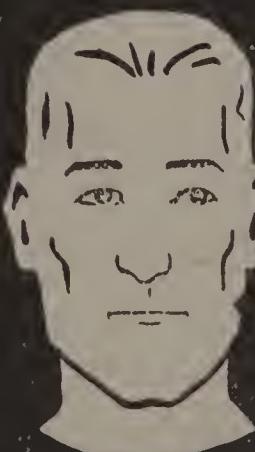
C



The STRENUOUS

Likes work and combat

D



The IMMOVEABLE

Likes his own way
and won't change

E



The IMPRACTICAL

Likes books and quiet

MJD

ality likes *lots of rich food, soft beds, easy chairs, jolly company—the comforts and good things of life.* These are the things he wants most.

Every person who has *babyish features, a "moon-face" or double chins belongs largely to this personality.*

Remember, again, that what makes us like people is their letting our machines run as they were built to be run; and that what makes us dislike people quicker than anything else is their attempts to make our machines run some other way—to make us do things we do not "take to" ourselves ☺ ☺

So to make this particular personality like you, give him these things he likes when you are associating with him, working with him or entertaining him.

The things he dislikes most are "*ologies," strenuous work or exercise, gourmets and over-serious people.* See that you spare him these.

Don't try to make him or any other person over, no matter how much you think you ought to, and no matter how much you think "it would do him good."

If this man is your employee, have him sell things or supervise the work of other employees. If he is your boss, the quickest way to make a hit with him is to wait on him, anticipate his wants,

have his comforts as near to his hand as possible —make his life easy for him, save him steps and strenuousness ☺ ☺

Opportunities vs. Opposition

So complex is the mind that we are conscious of only a small percentage of the processes by which we arrive at conclusions. We imagine we decide matters according to their merits and for the reasons we assign.

But the fact is that many of our decisions are made first by the subconscious mind, it being influenced toward these particular decisions by things of which we are not consciously aware at all.

Your dislike for a man after a few moments or hours in his company may be due to very obvious unpleasantnesses in his personality — things so glaring that any one would be repelled by them. But in countless other instances you dislike a man for no *apparent* reason.

You say, "I don't know why, but I do not like him," or you may not even admit to yourself that you do not like him. But if next day when a promotion to which this man is entitled and for which he is fitted comes to you for decision, you *prefer* to give it to another without knowing why;

it is because somehow this man's conversation, manner, or presence thrusts you into *doing or saying something* your particular temperament does not like to do or say—always an unpleasant thing, and this unpleasantness connects itself with *him* in the form of dislike.

Other things being equal, we give the best chances to people who allow us to express our own temperament unhampered. Those who interfere with our temperamental trends in any way, cause inhibitions in us which often prevent our giving them even the opportunities they have fully earned.

A Case in Point

A striking illustration of this was brought to our attention recently by a San Diego woman who found in Human Analysis the explanation of what was once a sad disappointment.

"I often read stories like this in the magazines," she said, "and I know just how they feel. I married a young salesman. He liked his work and went straight to the top of the list in his district. He was in line for the next promotion and was, as we knew, being seriously considered for it, when the district manager wrote he was coming to San Diego for a day's visit.

"I was, like most young wives, desperately determined to be a 'helpmeet.' So we planned that I should give the day to helping entertain him. We met him at the train—and oh, how I wish I had known then what I know now about fat men! But I did n't—so we gave him the kind of a day *we* would have enjoyed in his place—'do as you would be done by,' you know. We are both very tall and love hikes.

"From the train we took him for a nice long walk—about seven miles—to the cliff at Point Loma, from which one gets a most glorious view! He did n't seem interested, but I did n't know why then.

"From there we took him to the golf links for the afternoon. He did n't know anything about the game, but we thought he'd enjoy it if he'd learn (my husband loves it!). He did n't appear enthusiastic, but nobody ever does right at first, you know.

"In the glow of the later afternoon we all walked home—going around the long way so as to enjoy the sunset. I did n't have much of a dinner—we had decided it would be more courteous for me to entertain him than spend the afternoon at home cooking! My husband and I do not care much for food, anyway. But we had a nice salad

and a new dessert and some of my home-made jelly. And he certainly liked it—so much so I had to bring on a second glass and another plate of bread! ☺ ☺

“After dinner we took a street car and saw him off for the East. We supposed we had made a hit. But my husband did *not* get that promotion.

“I have often wished, since we studied Human Analysis, that we could live that day over! We’d take that two-hundred-pounder to the U. S. Grant hotel for luncheon, show him all the ‘views’ from the tonneau of a touring car, and give him a home-cooked turkey for dinner!”

The Responsive Personality

In Fig. B, Chart 62, you will see an extreme example of the Responsive Personality. Every person whose face more nearly resembles these outlines than those of the other four will have a personality that more nearly resembles the one here described.

Any person whose *face is widest and longest through the nose section*, whose *color is vivid*, or who has a *long, high-bridged nose*, will have these traits definitely marked in his personality.

Such a person likes *a chance to shine, to express*

himself before others; he likes responsive people, and above all, change, variety and novelty.

If you wish to win him give him the center of the stage and let him go to it. When working with him be *quick*, when talking with him be *brief*. When he is talking to you be *responsive*, when entertaining him give him something *new, novel, different*—vaudeville or very fascinating company. Let him take the flirt in to dinner.

The things he dislikes most are *routine, monotony, schedules, hard and fast rules, details and responsibility*. The kinds of people he most dislikes are *the slow, the ponderous, the technical, the precise, the methodical*.

If this man is your guest, see that things are lively or let him make them so. If he is your employee, don't pin him down to fine business details or shut him away from other workers. He does his best work with people, is extremely gregarious, and can get you more business by mingling with people than by handling things.

If he is your boss, remember he is a man of lightning-like changes of mood, and try to meet each one as it comes. Respond to his gladness, sadness, worries and plans. As between sticking to your bookkeeping and letting him use you to

explode to, take the latter. He will forgive your being a little behind in your work but not your lack of response.

Another Instance

A man of middle age told us this story: "I surrendered the best opportunity I ever had—one that would have made the difference for me between failure and success—because I could not adapt myself to a few elements in it.

" When my father died an old friend of his out West invited me to visit him. I admired him immensely. He was one of those raw-boned ranchers you see so often out there—a little uncouth, but straightforward as the day, and a rich man.

" 'I have no relatives and have had few close friends,' he finally told me. 'Your father was the best friend I ever had. So if you like it here and stay with me you may have this ranch and everything on it when I have to leave it.'

" I tried for two years, with all my might and main, to accustom myself to that environment and the work I had to do. But I could not. I longed for friends and associates—the nearest neighbors were twelve miles away. The loneliness was unbearable, though nobody else on the ranch seemed to mind it.

" My work was not hard like that of the other fellows. I was the bookkeeper. My hours were short and the salary out of all proportion to what I earned. But Mr. Watson was a stickler for system. Everything had to be done a certain way, at a certain time. Routine and schedule governed everything on the ranch, and most of all the bookkeeping & &

" I finally had to leave and return to the city where I could be with people and find work where I was not pinned down to monotony. But he never understood why I had to do it and never forgave me. I did n't understand it myself till now."

The Strenuous Personality

In Fig. C, Chart 62, you see an extreme example of the Strenuous Personality. The outstanding element of this personality is the *squareness* of the face.

Any person who has a *square face* or a *square jaw* and a *straight, firm mouth* belongs predominantly to this type of personality, and these are the things such a one will always like best.

Physical activity, work to do, a scrap once in a while, strenuous sports and common, everyday folks.

When working with him don't try to hold him

back, give him plenty to do, preferably out of doors. When playing with him you had better be ready for violent exercise, hard and fast games, walking, swimming, prize fights and ball games.

When entertaining him be "as common as an old shoe." Putting on airs with this man is fatal. He is "the common people" epitomized and all his activities and viewpoints are theirs. If you will give him "meat and potatoes" you can forget the soup, salads and desserts.

If he is your employee give him the hard work to do but don't boss him too much. He is easily antagonized, fights back, talks back and shows his pugnacity on slight provocation.

If he is your boss see that you don't shirk. He is incapable of this himself and can't understand it in others. Don't make the mistake of thinking because he is democratic and treats you as an equal you can give him slipshod service. He will take his office boy with him to lunch and treat him like a son, but woe unto that boy if he tries to "put anything over on him."

A Strenuous Woman's Story

"I lost a good friend a few years ago," said a fat woman, "and now I know why. She had a square

face like this strenuous personality. We worked in the same office and became fond of each other.

"Then we did a fatal thing—planned to spend our vacation together. Ever since then I've said some day there'd be a law preventing people of different types from going on vacations together, for one or the other is unhappy all the time. Both of us were. I weighed a hundred and eighty and she a hundred and eight.

"We picked a nice little hotel by the beach. I liked the porch and good meals and jolly company. She slighted the company, swallowed her food in about two minutes and was eternally going into the surf and begging me to do so. After the first plunge I didn't care much about it—such a lot of bother dressing and undressing, drying your hair and everything!—but she did n't mind it.

"So we see-sawed back and forth the whole two weeks. When she was not swimming she was rowing, surf-boarding, sailing or deep-sea fishing—and beseeching me to come along. When I did I had a horrid time, for I dislike violent exertion, and when I didn't I had an equally horrid time because I had disappointed her.

"She felt the same way. Neither saw the

other's viewpoint and neither could quite overlook what appeared to be indifference and discourtesy on the part of the other. After we returned we drifted apart. And I was sorry to lose her. She was a fine girl."

The Immovable Personality

You are acquainted with the person who does not enthuse over anything, who seems to go through life in an even, uniform tenor; whose feelings seem never to get stirred to their depths, who is like a pillar in human form—but a very dependable pillar in times of stress.

This man you see in Fig. D, Chart 62, is an extreme illustration of this kind of personality. The determining factors in this face are its *length*, *narrowness* and the *high cheek bones*.

But any person whose face is extraordinarily *long for the rest of him* will have the traits of this personality markedly expressed in his makeup.

This man is wholly different from any of the other personalities shown in this chart. If you could stir the first two up together into one personality it would make a combination of which this man is the exact *opposite*.

He is not easy-going like the first one. Every-

thing with him must be "just so." He is not responsive like the second one. You can talk to him for an hour without appearing to make the least impression on him.

The things of all others in life which he likes best are *money, responsibility, recognition of his dignity, and the acceptance of his authority.*

When working with him remember he is dominating, not very sympathetic, does not relent, is methodical, systematic, orderly and particular to the point of "finickiness."

He is not open to argument, no matter how reasonable your side, if he gets any idea you are trying to "run him." He is slow to change his mind, and the only chance of inducing him to do so is to let him think he thought of it first.

We have heard many long-faced people say, "There is something in me that bristles whenever people try to dictate to me. I had rather die than give in!"

When this person is your employee, give him definite, important responsibilities, and then *keep your hands off.* Don't give him work where he has to hurry. He does not neglect routine, is always on time, and the most dependable, within his limitations, of any personality.

When entertaining him, let him do the things he has been accustomed to. Don't introduce any new games, new food or flippant people.

If he is your employer or the head of your department, be careful not to antagonize him by taking the opposite side, resisting his orders, or giving advice. Accept his instructions at the time exactly as given, and offer suggestions later.

The Long-Faced Man's Experience

A well-known bank president (with the long face of the Immovable Personality) was given a good deal of publicity a few years ago when he attempted to secure separation from his wife (whose face was like that of the Responsive Personality).

"All such notoriety is very distasteful to me," he said, "and it was largely for this reason that I delayed this matter for so many years. My wife is a splendid woman. I have the utmost respect for her, and am sorry to see her name dragged through the newspapers."

"But we can no longer live under the same roof. I enjoy doing a few things—a very few—and with the few old friends I have had for years. I intensely dislike meeting, going about with and entertaining strangers. My wife loves it, lives for it

and languishes without it. The gay social evenings she enjoys and which cheer her up are so boresome to me they make me almost ill for days afterward.

“The quiet evenings at home which I enjoy bore her—so there you are. This is all that stands between us. But it is enough to put us on different planets” ☺ ☺

The Impractical Personality

This man you see in Chart 62, Fig. E, with the pointed face, wide forehead and little chin, is the Impractical Personality. He is a dreamer, a reader, a thinker, often a visionary and always impractical about money, business, clothes and engagements ☺ ☺

He is the man who lives in the libraries and bookstores, who has forgotten what he had for breakfast but who can tell you the history from A to Z of whatever branch of literature, science or art he is interested in.

The distinguishing marks of this personality are the *pointed face* and a head which is *large for the body, delicate jaw, and high, wide forehead*.

But any person who has the *high, wide forehead* is largely of this personality, and his outstanding traits will be those described herewith.

The things this personality asks of life are: *A chance to read, to get an education, to study and dream and plan and meditate.* He especially likes *modest, artistic and intellectual friends.*

He dislikes *business, show, shallowness, dissipation and heavy manual labor.*

When entertaining him, talk ideas, history, current events, religious, political and industrial movements—something other than personal affairs; have equally intellectual people there, but not a crowd; show him books, and if he loses himself behind a newspaper, let him stay there.

When he is your boss, refuse to take advantage of his impracticalities and deliver the goods. Take sufficient interest to think out the practical side which he neglects and to help him put his business on a paying financial basis.

When he is your employee, give him brain work, not heavy hand work, to do, and turn his mind loose to work for you, not merely his brawn.

Encourage and inspire him. It will pay you in more ways than one, and often make the difference between success and failure for him.

An Official's Story

An ambitious society woman in a Middle Western

city was anxious to secure a high foreign post which had to come through a well-known Washington official.

Unlike most Washington officials this man happened to be a small, modest, intellectual temperament like the one you see pictured under "The Impractical Personality."

He was so favorably impressed by the recommendations and credentials of the woman that he sent for her to come to Washington, so that he might announce his decision to her in person. But her inability to recognize and deal with his personality upon her arrival caused her so to antagonize him that she lost the appointment.

She made the mistake of discussing her mission, which was one connected with the relief of starving children, wholly from a political and material viewpoint, entirely disregarding the spiritual, intellectual and humanitarian elements which rank above all others with his kind of personality.

Making All Personalities Like You

But there are certain rules which apply equally with all types of personality—things that make every kind of individual like you better. Here are the most important:

1. Never express personal hostility, personal antagonism or personal opposition. To do this successfully, keep them out of your heart. Express an interest in the welfare of others and *mean it*.

2. Never try to make any other human being feel *inferior*. Do not *flatter*. But do take the trouble to find his *superior* points and remind him of them.

This can change your life from failure to success, and can help to change many another man's. To do this keep your eyes open for the *best* in each person you meet. You are sure to find lots of it.

3. Never court friends merely for "what you can get out of them." This is plain *graft*, and besides, does n't get you anywhere in the long run. Approach every relationship with the determination to be *fair*, *square*, and to *give* at least a little more than you *get*.

4. Rid your mind of *envy*, *jealousy*, *covetousness*. They are the deadliest of poisons. They will wither your heart, corrode your soul and inevitably, even though indirectly, ruin your life.

Strive to be truly glad of the happiness, successes and triumphs of others. It is not the only one *decent* thing to do, but is the *only* way you will

ever grow big enough to have these blessings yourself ☺ ☺

5. Never nurse a grudge. Stop giving your rarest gifts—your thoughts—to your enemies. When you do this you are feeding slow poison to yourself. Forget that you ever had an unpleasant experience and let your friends forget it.

6. Don't be stubborn even when you are right. Being mulish in your rightness makes it *half* wrong. Be approachable, adaptable, big enough to overlook differences and disagreements.

7. Do not cultivate curiosity about other people's affairs. Spend your time making something of your *own* affairs. Otherwise you won't have any that are worth while.

8. Eliminate conceit. No really big person ever thought he was better than other people. Express self-confidence but show that you know there is still much for you to do before you are perfect.

9. Do not "run after" people. Make yourself so attractive they will run after you. But do your part—go half way.

10. Don't do too much for people. It is sad but true that this makes them feel under such deep

obligation that their egos can not stand it. Everything you do *beyond a certain point* for any person is an insult and humiliation to his ego and he eventually resents it.

Every person craves to stand on his own feet, and the most you can do is to help him to help himself ☺ ☺

11. Never betray an unkind secret, even though you have stumbled on it accidentally.

12. Don't show supersensitiveness, and don't be a self-pitier. Herbert Kauffman says, "The self-pitier is like a man picking a sore." Only the most selfish pity themselves.

Be sufficiently interested in others that you don't have time to give that much concentration to your own selfish interests. Don't have an ingrowing mind.

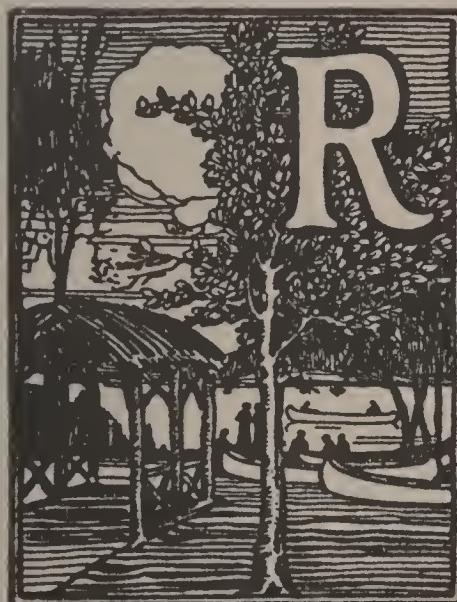
13. Last but most: Whenever you are in doubt remember there is one infallible rule for deserving and winning and keeping the love of others—*Do unto them as you would be done by!*

CHAPTER VI

Making Your Personality Increase Your Income

Part One

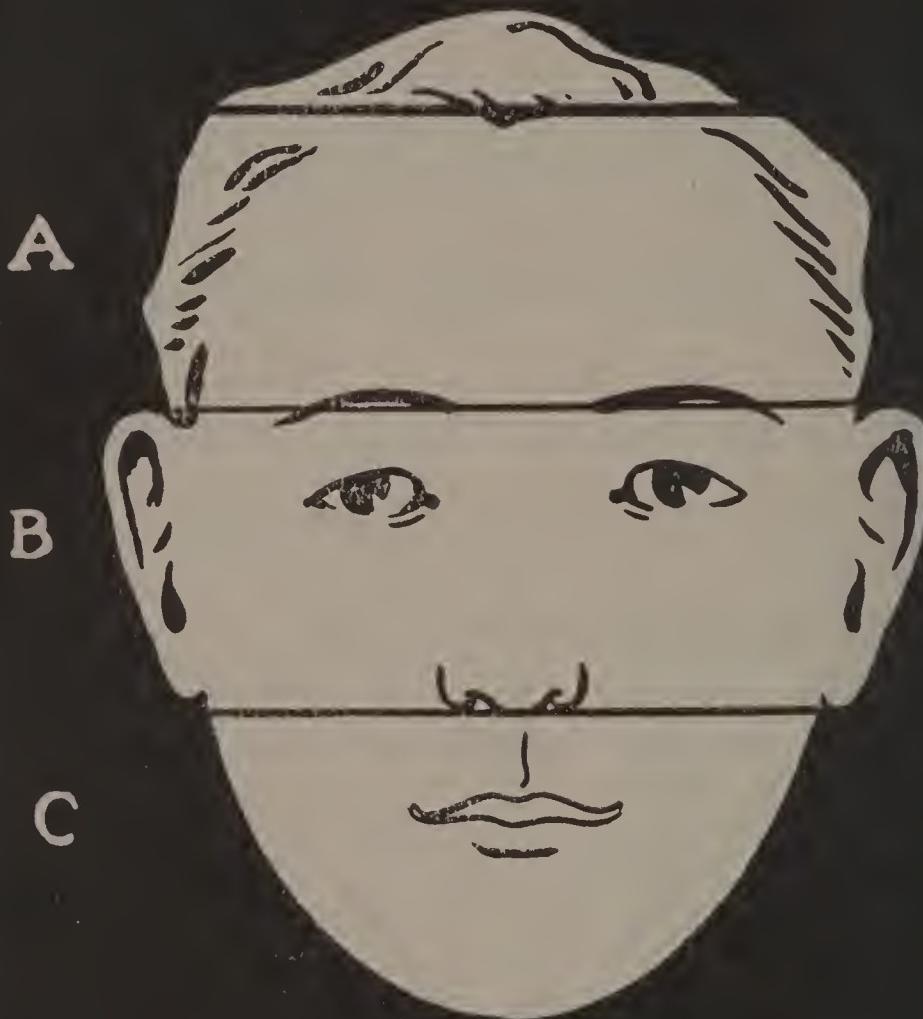
How to Know Your Own Capabilities



EGARDLESS of whether you are seeking a new position or a raise of salary in your present one, you should know what are the weak and strong points of your personality, and how your personality as a whole *affects* those who come in contact with you.

You should know whether you are the kind of personality meant to *direct others*, be directed by others, or the kind that can do neither but must *work alone*.

You should also know whether your personality is an asset or a liability; what kinds of things you constantly tend to do which hurt your chances;



NORMAL Face
Divides into 3 EQUAL Parts

and what you can do to increase those chances legitimately, and along the lines of your greatest capacities ☺ ☺

What the Front Face Tells

The front face of every person tells all these things instantly to the student of Human Analysis. Slangy as it may be to refer to a man's face as a "map," that is literally what it is.

To him who knows how to read faces it is the map showing just what roads he tends to travel day by day, what roads he has traveled, the direction in which he is going, and about what his destination will be.

The Normal Face

The *normal* human face divides itself into three equal parts. See Chart 63, Sections A, B, C.

A is the Mentality Section, and extends from the hair line to the eyebrow.

B is the Energy Section, and extends from the eyebrow to the place where the nose joins the upper lip.

C is the Directivity Section, and extends from where the nose joins the upper lip to the tip of the chin ☺ ☺

In this face there is not only the same normal height in each section, but a normal width across each section.

What Height Means

The *height*, up and down, of any face section denotes the *persistence* with which its owner will indulge in the *kind* of activities denoted by that section  

To illustrate: If the height, up and down, of a man's Mentality Section is *less* than its normal third, he will *persist less* than the average man in mental activity. If it is *more* than its normal third he will *persist more* than the average in reading, thinking, studying, writing, etc.

What Width Means

The *width* across of any face section denotes the *force* with which its owner will indulge in the activities indicated by that section—the *power* of the quality indicated.

To illustrate: If a man's *energy* section is *more wide across* than the normal shown in Chart 63, he will have *more* than average *physical energy*. If it is *narrower* he will have *less* than the average  

The Destructive, Deficient Mentality

In Chart 64 you see a man whose Mentality Section is *wider* than the average but much *lower* than the average—a *wide-low* Mentality Section.

Recalling the laws just stated, we know from the great *width* of his forehead that he thinks in terms of *force*, and brute force at that.

This is the low forehead of the *primitive man*, combined with the wide forehead of the *lion*, the *tiger* and other ferocious beasts. We know from its little height that he has the ideals of the brute.

Nothing subtle, symbolic or exquisite appeals to him—only the gratification of his instincts. This man does not read. Most men of his forehead hardly know how to read, for it is almost impossible to keep such a boy in school.

We also know from the little height that what thinking he does is intermittent, because he *lacks persistence* in mental activities; that he thinks only of instinctive things, and then only at intervals ☺ ☺

This man takes it all out in *feeling*. Thinking and feeling are entirely different things, and are so opposed to each other that deep emotion and deep concentration—intense feeling and intense thinking—*can not be carried on at the same time*.



Wide-low Mentality Section
—
DEFICIENT, DESTRUCTIVE
Mentality

One is a matter of instinct, the other of intellect  

This man with the very wide, very low forehead is no thinker, but a *feeler* who indulges in the most terrific and brutal emotions, thoughtlessly, madly, as does the enraged animal. Anything that stands in his way is attacked with blind, terrible and unthinking force.

He has a *deficient and destructive mentality*—the kind that makes for unpremeditated violence. You will be interested to recognize here the forehead oftenest seen on the most brutal murderers.

Work For This Personality

Any person who has this wide-low Mentality Section must confine himself to work which requires little thinking, no reading or studying, and no great reasoning power.

If you are the employer of such a personality, keep him at work which can be done the same way over and over, for he can not learn new ways or rise to emergencies. Be direct with him. He does not "get" indirect suggestions or impressions. Tell him exactly what is to be done, see that he knows exactly *how* to do it, then don't expect him to make improvements.



Wide-low Energy Section
Good Physical Power but
LACKS PERSISTENCE in applying it

See that he is not compelled to work with people he dislikes, for his *hatreds* are *furious* and often fatal.

It is needless to state what *you* should do if you have this deficient, destructive mentality, for students of such courses as this never have this type of forehead while those who do would never read it.

The Intermittent Worker

The man you see in Chart 65 has wider-than-normal Energy Section, but it is much lower than the average. It is a wide-short section.

Remembering the fact that *width across* means *power* of any quality, and *height up and down* means *persistence* in the activities of that quality, we know that this man is one who has *much actual, physical power* but that he *lacks persistence* in applying it.

He does not tire easily and there is no physical reason for his not sticking to his work. But that short nose section always indicates *immaturity*, and like the child that he is, he must be watched or he will not persist in his task.

The best extreme example of this short-wide nose section is seen in the American negro, and

it accounts for the fact that you have got to keep at him to keep him at work. He may start in ever so well, but as soon as supervision is removed he gets languid and dawdles along.

This man does not necessarily mean any harm. He does not usually intend to defraud his employer. He simply lacks the faculty of persisting in strenuous work.

If you have this very short-wide nose section yourself, realize that it is just these tendencies that have stood in the way of your promotion, that have prevented the raises in salary you desired and have jeopardized your best chances.

Increasing one's income is not difficult. But you must do two things if you expect to increase yours ☺ ☺

First, you must admit the weaknesses which accompany your particular type of personality. It is not necessary to admit these to others nor shout them from the housetops. Just sit down quietly alone with your very own self and look yourself square in the eye. Don't depreciate yourself, don't blame yourself—you didn't create yourself, you know. But *do* be *honest* with yourself ☺ ☺

When you have admitted the weaknesses, as

shown in your front face, analyze your strong points, as indicated by your face. Then seek the work, the vocation, the environment, the kind of human endeavor which will call for these qualities where you are strongest.

Refuse to accept substitutes. Find your work, your place, yourself.

When you do, you will accomplish so much you can ask your own price and get it. And you will not only get it—you will *enjoy* it, for you will be doing what you were meant to do, easily, happily, successfully.

If you have this wide-short Energy Section, stay out of all positions which demand *long hours of physical work at one thing*. You have plenty of physical strength and can work long and well, *provided there is change in the kind of work*. Select work that gives you a variety of duties, none of them of long duration and of several varieties.

Choose the vocation suited to your *type*, but choose the particular *branch* of that vocation suited to your *personality*.

For instance, your *type* may show that you were meant for a doctor, but if you have this very wide-short Energy Section you will succeed much better as a general practitioner (where you



Long-wide
Directivity Section
—
Works best
OVER Others

A

Short-narrow
Directivity Section
—
Works best
UNDER Others



can see *many different patients* each day in many *different places* and deal with *many different kinds* of ailments) than as a specialist, where you would see only a *few* and deal with but *one kind* of malady ☺ ☺

This is only one of hundreds of illustrations that might be used here, but is sufficient to show you what we mean. No matter what line you choose, enter the particular subdivision which fulfills these requirements if you expect to make it pay.

The Directivity Section

All personalities can be divided into three general classes according to the amount and kind of their *directivity* qualities, as follows:

Those who dominate others.

Those who are dominated by others.

Those who do neither, but are *self-directing*.

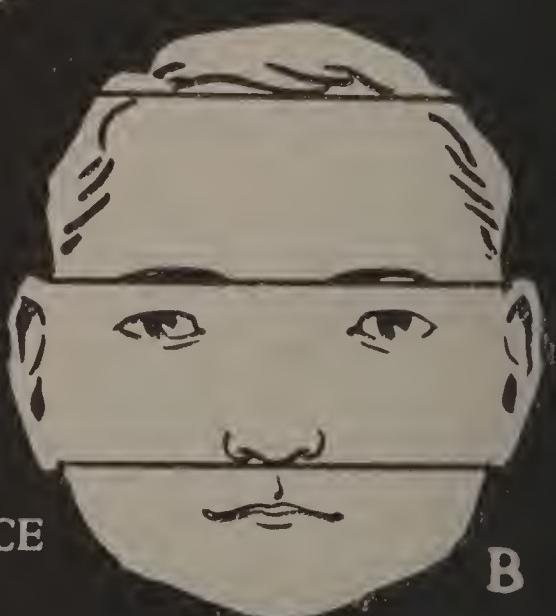
The lower third of your face tells to which of these classes you belong.

The man who has a *long-wide* Directivity Section, like the one shown in Chart 66, Fig. A is extreme both in the *power* and *persistence* of his directivity qualities. He is inclined to domineer



A

Long-narrow
Directivity Section
—
SELF-DIRECTING
Works best alone



B

Wide-low
Directivity Section
—

Directs self but
LACKS PERSISTENCE

over other people whenever he gets the chance. Such a man enjoys "bossing the job," revels in the power to make people do what he says in just the way he says.

Because this jaw is so primitive as to be rarely combined with a high grade of intelligence, he seldom has any really big establishment or institution under him. He is oftenest found in the position of gang boss over foreign workmen, such as ditch-diggers and other manual workers—and these are the kinds of positions in which he can be most successful ☺ ☺

He makes a good policeman and is in his element as a traffic cop where he can make more important people obey his slightest commands.

He enjoys tyrannizing over his "women folks," who give him obedience or not in accordance with their own types, but seldom give him love. If he marries the type of personality shown in Fig. B, she will submit without much trouble; if she is of the type shown in Chart 67, Fig. A, she will outwardly yield but inwardly resent his domination; but if he marries one with a jaw like his own she will smash up the furniture in her efforts to do the domineering herself, and usually separate from him.

Three Kinds of Positions

All positions in the business and professional world fall into these three general classes of work:

Where you *direct* others;

Where you are directed *by* others;

Where you are neither *under* nor *over* any one, but *work independently*.

The lower third of your face tells which one one of these your particular type of personality is best suited to.

Must Direct Others

As just stated, the man in Chart 66, Fig. A, belongs in those positions where he can boss others, but must always be in work where those under him possess even less intellect than himself, or he will not be successful.

Since all great concerns and institutions are under the direction of one guiding head, it follows that there are brainy men who do have long-wide Directivity Sections, and this is exactly what we find in all such men.

But their Directivity Sections are never as *extreme* in width and length, compared to the other facial sections, as the one shown in Chart 66, Fig. A.

The big directing personalities always approximate more the lower section shown in Chart 70.

This man in Chart 66, Fig. A, has not enough upper third to balance his lower third, and his domination qualities are so extreme that none but the lower grades of people work well under him.

Must Be Directed

The man shown in Chart 66, Fig. B, is the exact opposite of the one in Fig. A. This man must be in work where he is directed by others. He not only prefers to be told what work you want done but enjoys being free of responsibility.

Instead of wishing to direct others he dislikes it, and is never a good "driver" of subordinates. Therefore, he should never be placed over others. He is too sensitive, too aware of their point of view. Under no conditions is he ever a good boss.

If you have this lower face yourself, your big chance lies in not attempting to manage or drive others, but in making yourself indispensable to those above you.

Such an employee is often worth as much to his employer as though he were the head of a department ☺ ☺

But he seldom gets it for he is too modest to

push himself. His hope lies in organizing his worth and capitalizing it with his employer. He should cultivate self-confidence.

Works Best Alone

The type of personality you see in Chart 67, Fig. A, with the *long-narrow* Directivity Section is that of the man who does his best work independently and away from other people.

This man has extreme *self-direction*. He must do things "his way," and he always knows just what that way is. It is almost impossible for this man to subordinate himself to others, even temporarily. So he should not work *under* others. He is unadaptable, immovable, "set" in his ideas and methods.

But he has no such desire to dominate others as has the man in Chart 66, Fig. A. This man in Chart 67, Fig. A, lets other people alone and demands that they let him equally alone. He likes to plan out his own work, carry out his own work, with no interference from others and without the bother of depending on others.

In short, he is *independent, self-sufficient, self-directing* ☙ ☙

Because he dislikes depending on anybody

for anything and because he is the sort that can not "palaver" but is inclined to few words, he should not seek any position where these things are demanded of him.

If you have this long-narrow Directivity Section, find work that suits your particular abilities and tastes and then choose some branch of that work which will permit of your working out your own salvation.

Since this man is usually a combination of the "Outdoor Man" and the "Immovable Personality," he usually belongs in out-door occupations, but in any event he should be in business for himself, even though it be a small one. He should own and control his services and equipment, and have few or no employees.

You will be deeply interested, again, to see how most of the men in your town with faces like this have their own business, and no matter how small, prefer them to larger ones that would demand giving or taking orders.

Self-Direction But Lacks Persistence

The man in Chart 67, Fig. B, is pictured here because he is a combination we see frequently and also because it is one that can be anything

from a complete failure to a great success—depending on whether he gets into the right kind of work.

As you will note, he has a *wide* Directivity Section—showing that he has *definite ideas* as to what he wants to do—and good self-direction. But he is so short from nose to chin that he *lacks persistence* ☺ ☺

This kind of man has too much self-direction to take orders from others. He can take orders only from himself. But he is so deficient in persistence that he can not stick to his own orders after he gives them to himself.

He is a personality of a good deal of ability, adaptability and versatility and goes far whenever he gets into the right lines.

Work For This Personality

This man in Chart 67, Fig. B, should choose some line wherein he oversees a good many people doing a good many different kinds of work. He does not enjoy hard work himself and it is not his forte anyhow. He can make much more money supervising others. For he has the natural amiability and adaptability to others which Fig. A lacks, and can get people to do almost anything for him.

He is not sufficiently strenuous to boss gangs of workmen, and this is not his line. His vocations are those wherein he sells something, supervises other salesmen, clerks or general workers.

He makes an excellent district manager and can be a splendid department head so long as he sticks to businesses wherein salesmanship or personal contact with the public is called for.

This man should never work alone, not only because he is needed to make others work but because he will not do much when cut off from his fellows. He is a gregarious, easy-going man, likes company, is liked in return and should capitalize these traits instead of trying to make himself over.

Extremes of Mentality

The two men in Chart 68 are opposites so far as Mentality goes. Fig. A is a man of maximum mentality and Fig. B is one of minimum mentality. Fig. A (whose Mentality Section is both very wide and very high) has not only *great mental force and scope* but intense *persistence* in following *many and varied mental activities*.

Such a man is interested in practically everything in the universe. He is ahead of his time and



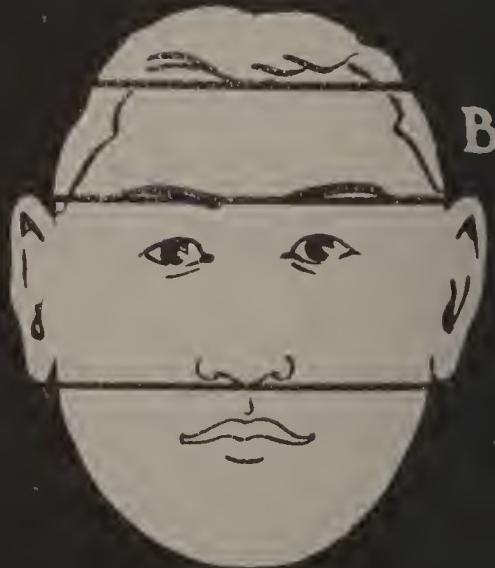
Wide-high
Mentality Section

Persists in
MANY and VARIED
Mental Activities

A

Low-narrow
Mentality Section

ELEMENTAL
Mentality



B

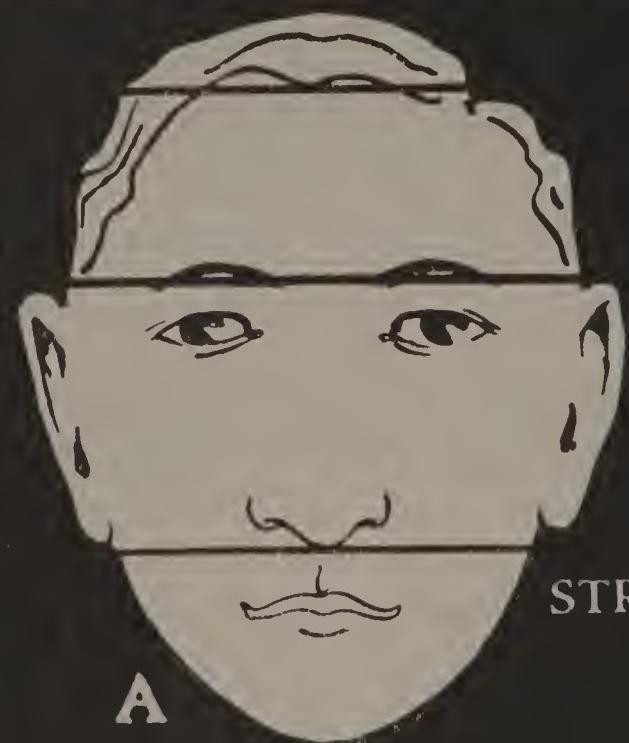
for that reason is seldom a great financial success. He cares so much more for other things than for money that he does n't take the trouble to accumulate. Also the things he is interested in and can do are of so advanced a nature that there is little market for them and little appreciation for him.

This man needs a business manager to look after his practical affairs. *Purely mental work*, such as literature, library work, research, etc., are the ones in which he succeeds best.

The man in Fig. B, Chart 68, is the other extreme. He is behind his time—a reversion to the elemental mentalities. This elementalness is shown by the lowness of his forehead. But that he is not a destructive mentality like Fig. A in Chart 64 is shown by the fact that his forehead is *narrow*.

Any creature whose forehead is *very narrow* dislikes force of any kind and does not seek combat. Such are the brows of sheep and all gentle creatures.

This man is a harmless personality. He will do what he is told if the task is not too intricate for his mentality, and will be faithful to those who are kind to him. He has no originality, no genius. He should be protected, not punished, and little should be expected of him.



Long-wide
Energy
Section
—
Persists in
STRENUOUS Physical
Activities



Short-narrow
Energy
Section
—
DISLIKES
Strenuous Physical
Activities



Extremes of Physical Energy

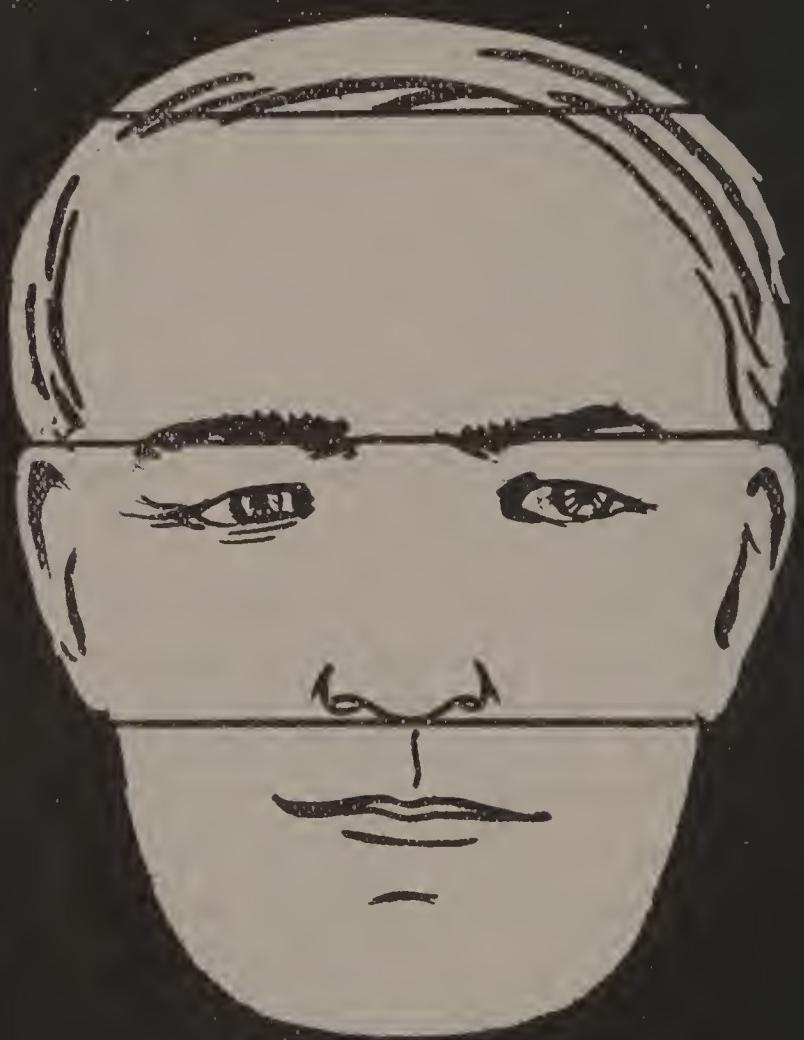
In Chart 69 you see two personalities who are opposite extremes in the matter of Physical Energy. The one in Fig. A has a very *wide*, very *high* Energy Section. This shows that he not only has *great physical power* but *extreme persistence in expressing it* ☺ ☺

He has great emergency energy and great sustained energy. He can work hard and work long; he enjoys strenuous and varied activities, especially work and outdoor sports. He is seldom tired and has tremendous recuperative power.

This man is the type that holds national and international championships in tennis and other outdoor games.

You will also note that this turns out to be a front face view of an aggressive race whose activity and strenuousness are so untiring they are up and out and get the order while others are still asleep ☺ ☺

The man in Fig. B, Chart 69, has an Energy Section that is both very low and very narrow. He is the physical opposite of the man just described. He *tires quickly* and *recuperates slowly*. He dislikes strenuous physical work and should neither attempt it nor be assigned to it.



The BALANCED Personality



He is one of the most likable personalities and one that can accomplish much if given either light physical work or indoor mental work. He should breathe lots of fresh air, but he is one man who will be more healthy if he avoids violent exercise and conserves his energy.

The Balanced Personality

In Chart 70 is a composite face made up of the *right* amount of Mentality, Energy and Directivity for the greatest possible success in life.

Study this face closely and you will note that it is wider and higher than the average in every section, but that no section is developed at the expense of the others.

This personality is the strongest known—the almost Ideal Personality. This man has brains but he is not topheavy nor impractical. He is ahead of his time but not so far ahead as to be lost sight of.

He is the born leader—the man who has the Mentality to *look* ahead, the Practicality to *go* ahead, and the Personality to link his followers to him by not going *too fast* for them.

He has the good physical energy—a strong body linked with a strong brain. And if you will

look at his Directivity Section you will see that he has just the right amount of chin—wide enough that he has self-direction, long enough that he has persistence, but neither so wide that he domineers over others nor so long that he can't change when the conditions warrant.

He is the ideal head for any big institution, for he not only knows how to give orders but how to get them obeyed; and how to gain and keep the respect and loyalty of those under him.

The greatest leaders in business and the professions in America approximate this face. Thomas A. Edison, head of a great institution, a great business man, a great scientist, a great personality and the greatest inventor of all time, has this very front face.

How To Dress for a Purpose

Part Two



N order that your clothes may be not merely an expense but dividend-paying investments, remember the following rules:

1. The *quantity* of your clothes should be determined by your *needs*.
2. The *quality* should be determined by your income ☷ ☷
3. The *kind* should be determined by the *occasions* for which it is intended.
4. The *fabric* should be determined by the *work* or *play* to be performed in it.
5. The *color* should be determined by your *complexion* and the *time of day*.
6. The *lines* should be determined by your *figure* ☷ ☷
7. The *style* should be determined by adapting *prevailing fashions to your own personality* (never

by trying to twist your personality to fit the fashion) ☺ ☺

8. The *elaborateness* should be determined by asking yourself these questions:

- a. What will the others be likely to wear? Even though the occasion permits of elaborate grooming, never wear to any function *more elaborate or extravagant clothes than the others can afford*. To avoid hurting any one's pride is of far greater importance to you than expressing your own.
- b. What is the *proper* apparel for this occasion? (The earlier the hour the *less*, the later the hour the *greater* elaborateness is allowable.)
- c. Which of my garments will *best* enable me to express my *personality* on this occasion?
- d. Other things being equal, which of my garments will be most acceptable to my host and the other guests?

The Psychology of Color

Many chapters could be written on the psychology of color. We are all affected by the colors in our surroundings, though we are not always conscious of the fact. The most universal example of this is

seen in the opposite effects of a bright, sunny day and a dark, cloudy one. This is only a difference of color in our surroundings.

All normal persons are affected more or less by the brightness or the drabness of the wall paper, carpets, hangings, pictures and furnishings of their rooms. Black will make a many-windowed room seem dark, while yellow can make a small-windowed north one seem almost bright.

Colors and Complexions

According to the psychology of color, certain colors can be combined with artistic effect and certain other colors should never be combined.

Your complexion is your own personal color. In this is included your skin, eyes and hair. Certain colors will combine artistically with these personal tints of yours and others will clash with them.

This effect is produced, consciously or unconsciously, upon every person who comes in contact with you. It therefore behooves you to wear only those colors which will bring out the best in your personality ☺ ☺

Your clothes tell volumes about you to every one who sees you, and though they "do not make the man," the wrong clothes can *unmake* a man.

They have cheated many an individual out of his best chances and indirectly damaged his whole life.

Colors for Each Combination

The following table has been compiled in accordance with the rules of the best authorities on dress, plus the psychological laws of color-combinations. The ten most popular colors are considered from the standpoint of each kind of complexion.

Colors for the Light Blond

Eyes gray, blue or light brown

Hair flaxen or golden

Skin clear and with little color

Black—Good, especially in lustrous materials with touches of white or bright colors.

Blue—All shades are good, except brilliant ones. Peacock and delft most becoming.

Brown—Especially becoming in bronze, dark shades and taupe.

Green—Good, especially in very light or very dark shades.

Red—Best in dark or brilliant shades.

Purple—Wear only heliotrope or wisteria.

Yellow—Palest shades only.

Gray—Dove and pearl shades best.

Pink—Wear only delicate, subdued shades.

White—Oyster white especially becoming.

Colors for the Titian Blond

Eyes gray, blue or brown

Hair red or Titian

Skin clear white, medium, varying in color.

Black—Especially good.

Blue—Good in grayish, midnight, navy and soft shades & &

Brown—None but dark, deep shades. Avoid tans and yellowish tints.

Green—Avoid light greens. Wear dark shades, especially bronze.

Red—Avoid.

Purple—Do not wear unless skin is very clear.

Yellow—Rich amber and orange only.

Gray—Especially good combined with pink.

Pink—Shell and flesh tints only.

White—Especially good in cream-white or ivory.

Colors for Medium Complexions

Eyes hazel, brown, blue or gray

Hair chestnut

Skin medium in color

Black—Only fair. Be sure to add touch of white or colors.

Blue—Especially good if eyes are blue or gray.

Brown—Golden brown and pinkish tan are best shades ~~ss~~ ~~ss~~

Green—Bluish greens are best.

Red—Good only in darkest shades.

Purple—Wear only darkest shades. People of very clear skin may wear lavender.

Yellow—Avoid ecru tints. Wear only palest yellow.

Gray—Wear only bluish gray. Never wear gray with black.

Pink—Rose and pale pink only.

White—Clear white or pinkish white best.

Colors for the Pale Brunet

Eyes gray, brown or blue

Hair dark brown or black

Skin fair

Black—Good if white or delicate pink is near face.

Blue—Can wear bright shades well, especially if eyes are blue.

Brown—Can wear any shade.

Green—Bronze-green, reseda and bottle-greens best.

Red—Wear only darkest shades.

Purple—Orchid is best shade.

Yellow—Amber, mustard and canary are best.

Gray—Dove, pearl and bluish gray especially good.

Pink—All pinks except bright shades.

White—Ivory and cream-white especially good.

Combine with touch of black.

Colors for the Olive Brunet

Eyes black or deep brown

Hair black or dark brown

Skin very dark

Black—Never. If compelled to wear black add touch of bright color as trimming.

Blue—Excellent in midnight or navy.

Brown—Only deepest shades and cream near face.

Green—Good only in dark, dull tones.

Red—Excellent, especially in warm, dark tints.

Purple—Be careful of. Only dullest, darkest shades can be worn.

Yellow—Apricot and beaver are best.

Gray—Wear only warm tints.

Pink—Salmon and delicate shades are best.

White—Cream and ivory especially good.

Colors for the Florid Brunet

Eyes brown, black or gray

Hair dark brown or black

Skin very high colored

Black—Very good, especially when combined with soft pastel shades.

Blue—Wear pale, dull or very dark shades. Avoid purplish blues.

Brown—Very good in tans, nut browns and golden shades ☺ ☺

Green—Darkest greens are best.

Red—Crimson only.

Purple—Not becoming.

Yellow—Orange especially good.

Gray—Silver gray only.

Pink—Coral, old rose and flesh.

White—Ivory, oyster and cream-whites especially good ☺ ☺

Colors for Fair Mature Complexions

Eyes blue, brown or gray

Hair gray or white

Skin fair

Black—Good if white or pale trimmings come near face.

Blue—Wear no bright shades—only dark, dull or pastel shades.

Brown—Avoid golden shades. Seal shade best.

Green—Wear only darkest shades.

Red—Avoid.

Purple—Only very dark shades or heliotrope.

Yellow—Wear pale ecrus.

Gray—Wear only when touched with colors.

Pink—Only palest rose.

White—Excellent.

Colors for Sallow Mature Complexions

Eyes gray, blue or brown

Hair white or gray

Skin sallow, dull, no color

Black—Wear only with touches of white, cream or bright colors.

Blue—Avoid purplish tints. Navy and midnight are good.

Brown—Avoid.

Green—Do not wear.

Red—Wear only deepest wine and then have white at neck.

Purple—Avoid all but lilac.

Yellow—Do not wear.

Gray—Good when of warm tint.

Pink—Dullest old rose best.

White—Dead white or cream tints best.

The Psychology of Clothes

Sport clothes should express the outdoors—the brilliance of sea and sky and flowers. They should permit of freedom of action and be built for whatever bodily activities accompany the games for which they are worn.

Business clothes should express simplicity, dignity and stability.

Indoor clothes should express coziness, domesticity, restfulness.

Social clothes should express festivity, daintiness, relaxation.

Dramatic clothes (those of the concert, stage, public platform or pulpit) should express the *profession* of the wearer, plus his own *individuality*. They should be not only *distinctly* but *dramatically* different from those of laymen. They should have the kind of distinctiveness that *registers* the instant the wearer is seen by his audience.

In short, the apparel of all professional singers,

public speakers and ministers should be *slightly* but *dignifiedly* sensational.

All clothes should express cleanliness, neatness, comfort, refinement, and *your own personality*.

The Psychology of Form

Just as there are laws of color, there are laws of line. Your bodily "lines" may or may not be fashionable, but their best points can be capitalized and their worst minimized if you will follow the laws of form and line as applied to your particular figure ☺ ☺

Whenever you see a large, portly woman in a puffy taffeta gown gathered at the waist and tied with a big sash, you realize how little some people are aware of the "picture" they make.

The same incongruity comes home to you when you see a huge man in big plaids or stripes that run predominantly around instead of up and down.

Even when you do not figure out what it is, you get a "feeling" against it. And it is as unpleasant as that which comes over you when you see a little wasp of a woman dressed like a wraith, in clinging materials; or a tiny man in little thin-striped, straight-up-and-down things.

Certain people impress the world as being becomingly groomed. This impression results largely from their having, consciously or unconsciously, obeyed the laws of line and color as applied to their types and figures.

Sculptors, artists, clothiers, modistes and psychologists have combined to work out the laws of line and color for each kind of human figure, as presented below.

Lines for Very Short, Very Fat People

Don't wear belts or things accentuating waist-lines. Specialize in straight-up-and-down effects, especially stripes. Avoid anything and everything that runs "across" you—such as very wide collars, wide cuffs, horizontal bands or distinct hems.

Never wear puffy, frilly or gathered things, but restrict yourself to clinging materials—chiffons, jerseys, crepes, etc. Avoid taffetas, organdies, and all stiff materials.

Never wear anything showing large splotches of contrasting colors. Do not wear large, flat-crowned hats. Women of this figure should wear straight-line, full-length capes whenever the fashions permit.

For Very Short, Very Thin People

Avoid clinging materials of every kind, but specialize in taffetas, organdies and other materials that "stand out."

Avoid narrow belts, waist lines and two-color garments. Wear draped garments, small, soft or plumed hats.

This is the type that can wear floating, fluttering sashes and veils occasionally with good effect.

For Very Tall, Very Large People

Avoid all ruffles, frills, puffs, squares, circles and plaids. Wear the most clinging materials, in straight-up-and-down lines, with loose and narrow belts ☂ ☂

Relieve the effect of *large area* by having touches of contrasting color at neck, wrists and belt; but wear as little other trimming as possible and see that it lies *flat* upon the garment instead of standing out, waving or fluttering around.

For Very Tall, Very Thin People

Avoid all up-and-down effects—stripes, panels, etc. Avoid clinging materials, flat trimmings and tight-fitting garments.

Specialize in organdies, taffetas and other

"stand alone" materials. Wear puffs, frills, ruffles and gathered effects whenever possible. Wear things that express a waist line. Wear wide but never high hats.

If You Are An In-Between Figure

If you are a medium and have no extremes of fatness, thinness, tallness or shortness, you can wear whatever lines you prefer, and look well.

CHAPTER VII

Expressing and Capitalizing Your Own Personality

Part One

Passive and Positive Personalities



OR all practical purposes personalities may be divided into two main classes—the *passive* and the *positive*.

Some are extremes of one, some are extremes of the other, and some are almost evenly balanced. But every person leans toward one of these at least a little more

than the other. You may not realize that you do, but your acquaintances do, and they have consciously or subconsciously classified you.

So marked is this that if one hundred of your best and oldest friends could be gathered together and asked for an opinion, they would vote one of these two ways by a large majority. And it might

give you the surprise of your life to hear the verdict! ☺ ☺

You may belong almost wholly in one while fondly imagining you are almost wholly in the other. You may even deceive yourself into the belief that you are an extreme example of one class while being, in reality, an extreme of the opposite.

Which Are You?

If I were permitted to ask one and only one question about my personality, I know exactly which one out of all the hundreds of possible queries it would be: "Am I by nature a positive or a passive personality?"

When I got my answer I would build my life and future around it. For only by so doing could I be the success I was meant to be.

The one biggest fact about your personality, the one that must determine how you approach your life's campaign, what you lay out for yourself and how you must go about its accomplishment, is whether you are *a predominantly passive or a predominantly positive personality*.

Each Can Succeed

There is a place in the world for each of these.

Each will be a failure if he tries to do the things meant for the other, but each can be a success provided he sticks to the kinds of things he was intended for.

Most of the world's failures—ninety-five out of every hundred—have been the result of trying to *do* things and *be* things they were never created to do or be.

Playing the Wrong Part

Of all the failures caused by our ignorance, only one other is as pathetic as that of the naturally *passive* personality trying to play the role of the naturally *positive*—and that is the naturally *positive* allowing himself to go through life repressing himself into the appearance of the *passive*.

For each of these, life holds one disappointment and discouragement after another; for no human being can be happy save as he expresses his *real* self to the world about him.

All others are crushed and crucified by almost every event and experience that comes to them. They are constantly in a false position—a condition which makes it impossible for them to give a true or strong reaction to any of life's experiences.

This makes such a personality appear in the

wrong light, for it causes him to do and say innumerable things which are contrary to his inclinations and ideals.

Most of our harsh words and unkind acts are the indirect results of months or years of repressing and inhibiting the normal tendencies of our personalities ☺ ☺

We are misfits. We know we are, but know not which way to turn nor how to start to get out. Necessity demands a uniform income, bills must be paid and life must go on from day to day, so we stay in the same old treadmill, not daring to risk a change.

But though a man may have determined to resign himself, and though he may appear to have done so, no one ever really does reconcile himself to this erasure of his real self. He is a house divided against itself—the outside trying to do one thing and doing it poorly because it is not its work, and the inside rebelling against being ignored.

Find Your Own

So while it is necessary, in order to be a supreme success, to know many other things about your personality, this one thing you must know or go down to mediocrity or failure.

If you have an extremely *positive* personality you must follow an entirely different line of work and life in general from the man who has an extremely passive personality, and vice versa.

Pitfalls lie everywhere for extremes of any kind. It is desirable to have a generous amount of any constructive trait, but *not* topheaviness. As soon as it is extreme it becomes undesirable.

Capitalizing and Minimizing

No great or successful person was ever perfect. But he often appeared to be because he learned to do the two things which you must do if you are to achieve.

He found, accidentally or otherwise, what his strong points were and built his life around them—*capitalized* them—while evading the things that would place strain on his weak points.

The Passive Personality

The positiveness or passiveness of your personality is shown by the *general angle* of your profile.

Any one whose profile, from hair line to chin, approximates the uniform *recession* shown in Chart 71, Fig. A, has an extremely *passive* personality ☺ ☺



A

Entire profile
PROTRUDING
The POSITIVE
and
MASCULINE
Personality

71

B

Entire profile
RECEDING
The PASSIVE
and
FEMININE
Personality

This man takes a back seat, lets people and life in general step all over him. He is more highly evolved than the average and therefore unfitted to deal successfully with coarse, crude or uncouth individuals in the hurly-burly of everyday life.

He gets the worst of it—the “small end of things.” Occasionally he revolts and for a few minutes or days expresses his rebellion, but he soon recedes again and lets them impose on him just as before.

Such a one needs to cultivate self-confidence, will power, and to find his right work, then stick to it. He will often become discouraged because he does not make the brilliant showing of other types, but he can succeed better than many a brilliant man in the long run if he will study and organize himself.

The Feminine Nature

This profile in Chart 71, Fig. A, is the typical extreme *feminine* profile. With it always goes a predominantly feminine personality, even when its owner is a man.

Nature plays some strange tricks on her creatures, and one of the strangest is placing “a female soul in a male body,” and vice versa. Sex

tells nothing important about us except—sex. It does not tell any of the most important success fundamentals nor any other vital fact about an individual save the one of capacity for fatherhood or motherhood.

The slant of the profile as a whole tells more about the actual femininity and masculinity of one's real personality—the sex to which his *actual* nature belongs—and with far greater clearness than does anything else.

There are no masculine or feminine traits *per se*. Men and women in the mass have the same list of traits. We have come to call some feminine and some masculine simply because some are more often found in women and others are more often found in men.

The traits of submissiveness, passivity and sensitivity which go with the profile seen in Chart 71, Fig. A, are more often found in women than men, and that is why more women than men have this profile.

The Positive Personality

The profile shown in Chart 71, Fig. B, is the exact opposite of the one in Fig. A, and bespeaks the opposite kind of personality. This is the extremely *positive* personality.

This man always knows what he wants and is out to get it. He often imposes on people, dominates the situation when dealing with others, and is hard to turn from a decision, a line of action or a project he has once determined to carry out.

He is inclined to be ruthless in overriding others, cares less for the opinions of others than the average person, and makes his own life.

The Masculine Nature

The profile that, as a whole, *protrudes*, from hair line to chin, like the one in Chart 71, Fig. B, is distinctly a masculine one and always goes with a personality that is predominantly masculine.

Any woman who has this protruding profile is called a "mannish woman," and she is. Such a one is a man's personality housed in a woman's body—the most incongruous of all creatures. Many of these women are splendid mothers, helpful wives and good neighbors. Often they supply the backbone their husbands lack, and it is well they have it, for they usually marry the spineless kind.

The helplessness of the feminine man recognizes in this strong woman a prop and pillar for times of stress, and this same helplessness appeals to her protective instincts.

It is this protective instinct in the very masculine man which prompts him to marry the woman whose helplessness appeals to him, and whose strength in turn makes an answering appeal to her.

Human nature being what it is, and especially since the human ego is what it is, two bosses for one house are a guarantee of trouble. So it is well that the masculine woman and feminine man settle it this way.

If You Are A Feminine Man

The great secret of a magnetic personality is to be real and genuine—to be *yourself*. So if you are a feminine man don't attempt to play the cave man. Capitalize the goodness, gentleness and refinement that are natural to you.

You can do all this without being a "sissy." And in the end you can win more by these traits than in any other way. Shelley, Keats, Wordsworth and many other famous men were of this type of personality ☺ ☺

If You Are A Masculine Woman

The same holds true of the masculine woman. If you are that kind don't try to be a clinging vine. Any original is better than an imitation.

Remember, some of the greatest women of history—including George Eliot, the greatest woman writer England ever produced, and Susan B. Anthony—were largely of this type.

If You Are Just A Man Or Woman

If you are neither a feminine man nor a masculine woman, but belong to the great majority whose psychology and physiology match, half your battle in life is won for you at the start.

First Be A Human Being

But no matter what else you are or hope to be, be a human being first. The most attractive traits of human nature and personality are neither masculine nor feminine, but *human*. We all love humanness and we love it in everybody, regardless of sex, station or nationality.

After humanness, if you are a woman, be a womanly woman. After humanness, if you are a man, be a manly man. The following table will show you what these qualities are and why a *human* being is more admirable than just a man or just a woman. It will also help you to classify the differentiations between the womanly woman and the manly man.

To be an attractive man cultivate the traits in these two columns

To be an attractive woman cultivate the traits in these two columns

Womanly Qualities	Human Qualities	Manly Qualities
Cultivate	Stress	Cultivate
Courage	SINCERITY	Bravery
Winningness	GENUINENESS	Aggressiveness
Vitality	CONSTANCY	Vigor
Purity	BROADMINDEDNESS	Cleanness
Refinement	BIGNESS	Dignity
Modesty	IDEALISM	Propriety
Mercy	SPIRITUALITY	Understanding
Tenderness	JUSTICE	Gentleness
Amiability	TOLERANCE	Geniality
Hospitality	EQUALITY	Cordiality
Graciousness	ALTRUISM	Convincingness
Serenity	INSPIRATION	Energy
Tact	FORGIVENESS	Diplomacy
Grace	GENEROSITY	Power
Beauty	SYMPATHY	
	GOODNESS	Strength

The Inward Profile

The man in Chart 72, Fig. A, is a combination. The upper half is that of the passive personality, but the lower half is that of the positive. So this man's personality is a combination of traits exactly as pictured here.

The result of that combination is that he is passive in *little* things, but positive in *big* ones.

For instance, he will follow orders, carry out details carefully, and adhere to the *letter* of the law. But he will make mental reservations about the *spirit* of the law.

He will be faithful in his work to his employer, give value received and outwardly appear to acquiesce, but he will have his own opinions about that employer and in the long run be governed by them.

Such a man will not debate the ways of doing a thing if he disagrees with you, and will not debate with life in general. But he will find a way of doing pretty much as he pleases *in the long run*.

He is capable of making infinite small sacrifices for the sake of a goal, to give in to you in each thing you can put your finger on, but all the while be taking his own way. So this man often



The INWARD Profile
Passive in little matters
Positive in large matters

The OUTWARD Profile
Positive in little matters
Passive in large matters



winds up a success, for he foregoes the non-essentials for the essentials. He keeps his eye on the goal, and ignores the brambles along the path.

The Outward Profile

The man shown in Chart 72, Fig. B, has what is called the outward profile. It is a combination, the upper half belonging to the positive and the lower to the passive type of personality.

This is the opposite profile from that in Fig. A, and this man is the opposite of that man. He does the little things in his own way and almost before you can discuss them with him.

But in the long run, in the big things—by and large—he is twisted around life's finger. He will refuse to do some little thing his employer wants done, talk about it and sometimes quarrel about it, but feel in honor bound to defend that employer, right or wrong, if attacked.

This man will make a great fuss over non-essentials but is easily managed in big things. Thus, although he is a more "showy" kind of man than the one described above, he often fails in life ☹ ☹

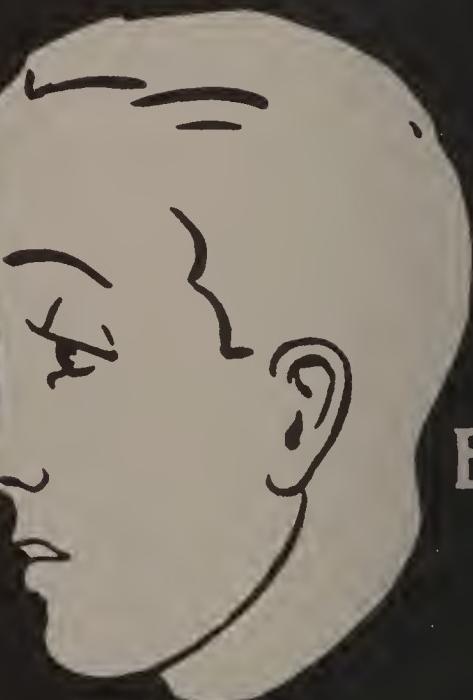
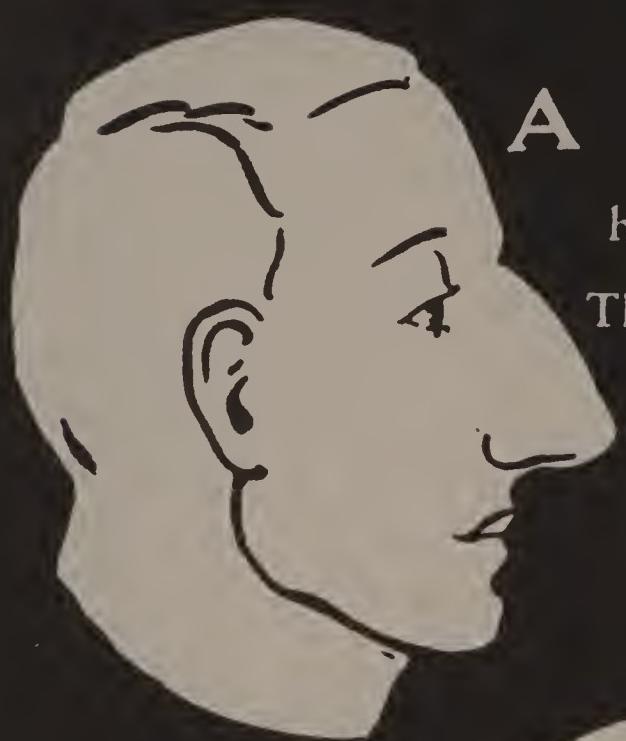
He spends too much energy sputtering over details in his path and loses sight of his goal.



A

Long, large,
high-bridged nose

The AGGRESSIVE
Personality



Short, small
sway-back nose

The SUBMISSIVE
Personality



The Aggressive Nose

As explained previously, the nose is a very significant feature and tells various psychological as well as physiological facts about its owner. The reason is, as we have seen, that the nose is the activity index of the personality, and activity is very closely allied to the traits of aggression or submission.

We have seen that the most submissive races have short, sway-back noses, while the most aggressive race on earth is famed for its prominent nose.

It follows, therefore, that the individual with such a nose and profile as you see in Chart 73, Fig. A, is inevitably an aggressive personality. Aggressiveness is more than positiveness—it is positiveness plus *purposiveness*. It implies *inner design* expressed through *outward activity*—a plan and an intense effort to carry out that plan.

Such is the personality of the man shown in Chart 73, Fig. A.

The Submissive Nose

In Chart 73, Fig. B, we see a man the exact opposite of the one in Fig. A, and he has the exactly opposite kind of nose. The person with this profile

and nose is never aggressive. He is submissive, retiring, modest, self-sacrificing.

He may know a great deal, but he will not try to make you realize it. He lives in his feelings, is always something of a child, and does not look far into the future.

Whereas the man in Fig. A is always living ten years ahead, the man in Fig. B lives in the moment, often being overtaken by misfortune because unprepared for change or emergencies.

The man in Fig. A gets over his anger—partly because he gets relief by fighting it out and standing up for himself. This man in Fig. B will not fight back and seldom talks back, but he never forgets the slights put upon him. He may never tell any one about it, but he can harbor a resentment for years.

This is the natural result of keeping it bottled up. The other man keeps the lid off himself at all times, spills over, splutters and gets it all out of his system, but the one in Fig. B keeps all this to himself till it ferments.

Self-Expression and Personality

Part Two



UT to understand your personality is not all. You must *express* it, make it shine, for only by so doing can you make your mark in the world and leave it better than you found it.

Through this course you have come to understand your personality—*why* you do and think certain things and *how* those things look to others. But you must not stop there. You must make this knowledge assist you in the practical problems of every day.

Five Expressions of Personality

There are five main avenues through which you express your personality. They are: your face, your clothes, your figure, your speech and your actions ☺ ☺

There are a few others but they are of minor importance and need not be considered.

What Your Face Should Express

Through the chapters on Features, Profiles,

Blonds, Brunets and Titians you found what your face, hair and complexion signify and what they should express. Turn back to the close of Chapter I, and you will see again what every human face should radiate.

Yours will be a beautiful face, regardless of its contours or complexion, if you will make it tell those things to the world. And no regularity of feature can ever make you truly beautiful without them.

What Your Figure Expresses

Did you ever stop to wonder how you look to others—the whole of you? When people see you coming, what is it they see—a long, lanky figure, a square, dumpy one, a fat, round, roly-poly one, a middle-sized one—or what?

What they see is the bundle called *you*. From its size, shape, height, weight, outlines, gestures, postures, walk and movements each person who looks at you gets a certain impression of your personality ☺ ☺

This impression may be so strongly in your favor that he likes you instantly, it may be so repugnant that he instantly dislikes you, or it may be any of the degrees between.

But it is always *something*, and is stored away in his conscious or subconscious mind to influence him for or against you, if ever you come in contact with him again.

What Carriage Expresses

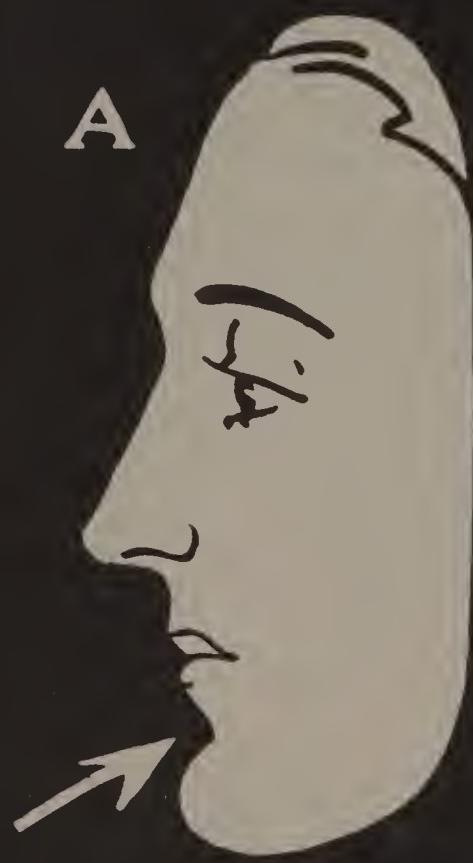
The most important thing for you to consider in connection with your figure is the way you carry it. The best garments in the world can't give a man "presence" if he shuffles, drags his feet, slumps down in his chairs, sags, lags, droops or sprawls over things.

Both clothes and carriage are necessary. But the poorly dressed man can make the world recognize his worth if he carries himself with self-respect and dignity. No matter how you are dressed, keep your chest up, your chin up but not *out*, your shoulders back, your head high but not "cocky," and your backbone straight.

If you are tall, don't make the average tall man's mistake of getting stoop-shouldered, bending down and leaning over to talk to people. Make them look *up*. Even though you may not be anything wonderful to look at, looking up will do them good. Don't try, if you are tall, to be "cute" or kittenish in your movements.



A



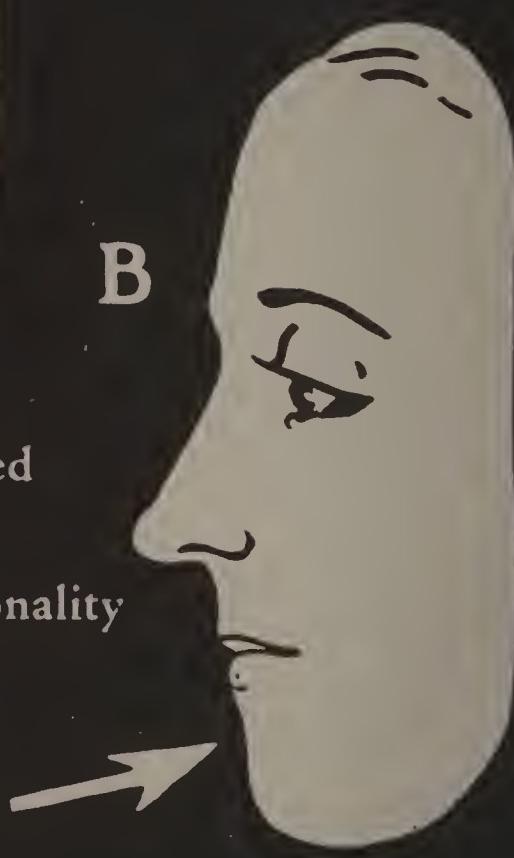
Deeply indented
chin

DECISIVE Personality

B

Smooth, undented
chin

INDECISIVE Personality



If you are short, don't try the lordly, top-heavy role. Don't flourish and flaunt. Study poise, firmness and definiteness of bodily expression.

The Psychology of Speech

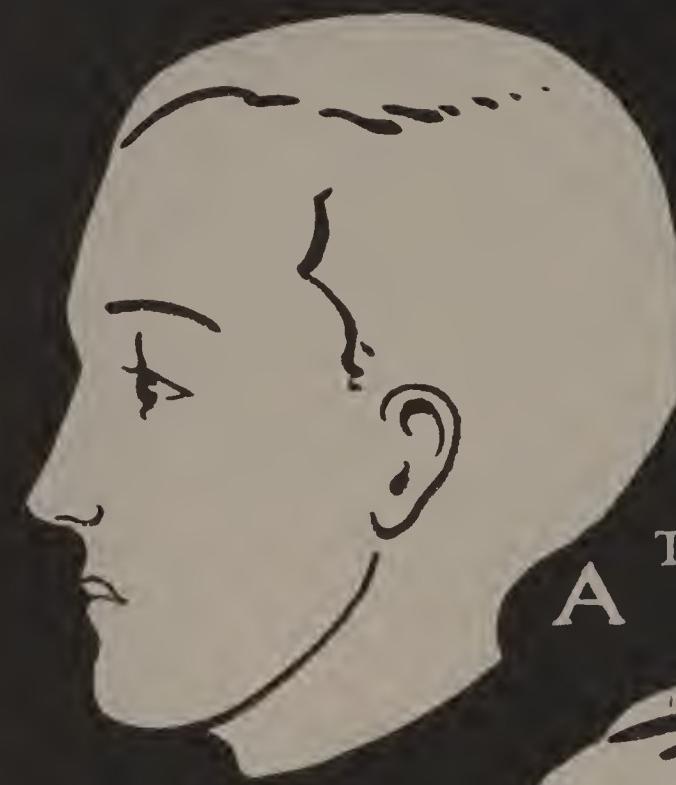
Libraries have been written on the subject of the human voice, its powers, psychology and possibilities. We are concerned here with the effect of your speech upon others, what it does to your personality, and how it affects your chances in life ☙ ☙

We have explained in the preceding chapters the fundamental speech-habits of each personality as indicated by various externals, but there are two others which definitely show themselves in the face.

The Decisive Talker

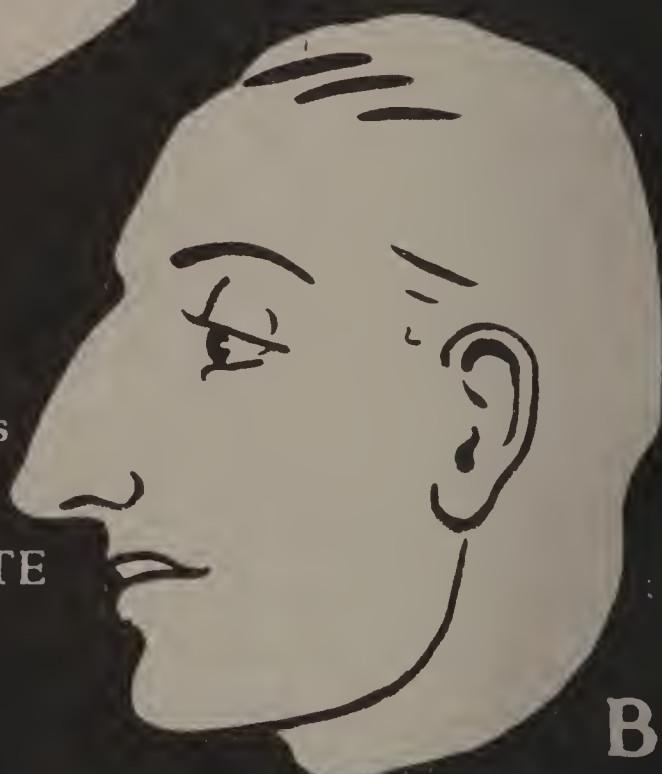
Decisiveness is a mental quality of such intensity that it instantly prints itself in the face and in one particular spot. That spot is the *indentation in your chin*. See Chart 74, Fig. A.

You can make no decision, however slight, that does not tighten these muscles a little. A momentous decision or a determination to do a thing stiffens and indents your chin at this spot, as you may already have recognized.



Small features
for head

A The ABSTRACT
Talker



Large features
for head

B The CONCRETE
Talker



Now the man who is habitually making decisions finally makes this dent in his chin permanent. Such a one is the man in Chart 74, Fig. A 

This definiteness of feeling tends to make his speech *laconic, concise*—so concise in fact that he often leaves out important explanations.

If you have this kind of chin, remember people are not mind readers, and *fill in the gaps* between high spots.

The Indecisive Talker

See Chart 74, Fig. B. Look in the mirror sometime when you are debating with yourself and see how your chin drops and smooths out at this place when you give up trying to decide.

If you have a chin like this your talk tends to be too much on a dead level. Cultivate the power of prompt decision, and don't meander all over the landscape when trying to tell anything. Pick out the main points and put them over. Make each sentence *get somewhere*.

The Abstract Talker

Evolution is slowly decreasing the size of the features as compared to the head and face as a

whole, and at the same time making us more abstract in our thinking.

Abstract thinking leads to abstract speech.

That is why the man you see in Chart 75, Fig. A, is inclined to be abstract in conversation. His features are proportionately *small* for the size of his entire side-head and face.

Such a man invariably stresses the subtle and intangible. He is often called a dreamer and usually is one. His talk reflects it, just as the talk of each one of us reveals our habits of thought.

This man must "get down to cases" more, be more definite and forceful in his talking, or he will not be able to hold the interest of people, and this will be a serious handicap to his personality ☺ ☺

The Concrete Talker

The man shown in Chart 75, Fig. B, is the opposite of the one just described. He has proportionately *large* features for the side-head and face as a whole. Accordingly he is concrete and matter-of-fact in his speech.

He is as much of an extreme as the man above, and as much handicapped by it as is the other, but in the opposite direction.

This man overlooks the inner meaning, the ultimate, the intangible elements in most situations, and shows it in his speech. He often loses the interest of his hearers because he deals with the material to the exclusion of the spiritual and does not kindle their imaginations.

The best orators and speakers of all time have been a balance between these two, for they have been able to see both the inner and outer, the mental and material significance of things, all of which are essential to effective speech.

To Be An Effective Talker

Part Three



HERE are two elements in everything we do—the *way* we do it and the thing we do it *to*—the subjective and objective. So there are two things to remember in conversing with an individual:

1. You must talk it *your way*—the way that expresses *your* personality.
2. But you must talk *about* the things that interest your hearer—that appeal to *his* personality.

Being conscious of your own tendencies is but half. There are two sides to every conversation—the speaker and the listener. The speaker must capitalize his strong points and minimize his weak ones, which he will be given full permission to do *provided he keeps on subjects of interest to his hearer*.

Everybody prefers that you talk in the way that is natural to you, and he will forgive you almost any personal idiosyncracy if you will only *stick to the things he is interested in*.

In preceding chapters you have learned what

kinds of subjects interest each personality, and that the profile tells this more clearly than anything else. Bearing in mind what you learned in the "Profile" chapter, note the following:

Talking To The Theoretical Brow

Every person whose brow is high and slightly bulging at the top, and whose face is like the one Chart 76, Fig. A, wants you to talk of *theories*, the *reasons back of things*, the *causes* behind the effects, the *philosophy* of life, of events and things in general ☺ ☺

If you are a salesman trying to sell this man a car, remember he is interested in such things as its *origin*, how it *happened to be made as it is*, who *invented* its special features and *why*; the *location and history* of the factory where it is made; why you are selling it in preference to some other make—in short, the "*background*."

He also pays more attention to the lines, the beauty, the artistic and esthetic elements than to the practical ones, and these are the things you must talk about if you expect to make a sale.

Talking To The Practical Brow

But the man in Chart 76, Fig. B, is the opposite



A

Bulging brow

Interested

in

REASONS

B

Sloping brow

Interested

in

WHAT "WORKS"

C

Straight brow

Interested

in

BOTH SIDES



of this. His brow is high and sloping, and you know the story the rest of his profile tells.

His type of personality wants to know the *practical side*—the *price*, how many *miles* that car will go on a gallon, how much *speed* it can stand or what *grades* it can make without getting overheated; wherein it is *stronger*, more *durable* than other makes; and the *best contract* you can give him  

He wants to be sure yours is a car for which he can get necessary parts and repairs easily, and will probably look up its various records.

He is not interested in *how* it came to *be*, but in *what* it can *do*.

Give him these facts and give them to him *quick* if you want to make a sale. You can safely give the man in Fig. A time to think over your proposition, but get this one in Fig. B on the dotted line *before you leave* or you probably never will  

Talking To The Straight Brow

The man in Fig. C, Chart 76, is, as you can see, half way between the other two. He wants some of each of the points you gave the others. He demands more of your time and wants more

information than either of the others, and then he makes his own decisions.

This is a personality *difficult to convince*, because he demands both theories and facts, and insists on looking over every phase before deciding. But if your goods come up to specifications he is a permanent customer.

For All Personalities

But there are certain rules which all speakers must follow in social conversation, business and the professions, regardless of the personnel of the audience and regardless of whether that audience consists of one person or ten thousand.

Though we have individual preferences according to our personalities, some of our preferences are common to all. Every interesting conversationalist, every convincing public speaker, and every effective talker in business recognizes these and abides by them.

Conversation and Personality

The ability to talk charmingly is one of the greatest of all personality-assets. It will open doors to you which would otherwise stay forever barred and bolted against you.

It can lead to opportunities, friendships, marriage and success, and has done all these for thousands of men and women.

These men and women did not just *happen* to be fascinating talkers. Regardless of how generous nature was to them in the beginning, they all learned and practised certain rules.

The Interesting Conversationalist

To be an interesting conversationalist follow just as many of these rules as you can:

1. Never say a discouraging, disheartening thing to any person. Never take hope out of any heart, but *do* take the time and trouble to put hope into them by speaking *inspiringly* and *encouragingly* ☺ ☺

2. Contribute to the atmosphere of *harmony* and *co-operation*. Never quarrel with any one under any condition in social conversation.

Don't allow yourself to be drawn or driven into domestic, personal, political or professional altercations of any kind. Don't let your conversation become a *conflict*.

3. Don't talk more than five minutes out of each hour about *yourself* and your own selfish interests,

and don't do so then unless urged. Then don't take the bit in your teeth and forget to come back.

Talk about *him*, *his* interests, hopes and ambitions. This is the biggest secret of charming conversation, for it is the *one* subject in which your listener is always most interested.

4. But don't wade into his *private life*. There is a world of difference between *personal* affairs and *private* affairs. If you don't know where to draw the line, let him alone and he will draw it for you by bringing up the personal subjects he wishes to discuss with you. All you need to do is give him a chance.

Never ask "personal" questions nor pry into the intimate affairs of any one—your family included. That is only half; the other half is, don't act, while silent, as though you "had a right to be told." Keep in mind that other people's business is "none of your business."

Don't talk or act as though you suspected they were "keeping something from you." This is a short, sure road to their dislike.

5. Don't tell your troubles in social conversation. Don't use your friends as *dumping grounds* for your woes.

Talk happiness and optimism if you wish to be sought after. When you can't do this, *stay away* from people.

6. But when a troubled friend comes to you to unburden himself, let him do it. Go into the subject *seriously* and *sincerely*. Let him "get it off his chest." Then point out how he can meet it —hopefully! ☺ ☺

7. Never allow any word of yours to *hurt* or *humiliate* another. Avoid every kind of conversation that would place him at a disadvantage.

For instance, if you speak French and he does n't, don't sprinkle your conversation with French words and phrases. If you are a college graduate and he is not, keep away from the subject of colleges. If you have been abroad and he has n't don't "rub it in."

If you come from a "best family," forget it. It is n't *who* your ancestors were but what kind of an ancestor *you* are getting ready to be that counts. Remember, the greatest people of all ages did not come from "the best families." According to history it is something to keep dark rather than boast of ☺ ☺

8. On the other hand, don't talk *depreciatingly*

of yourself. Even when you are sincere in it (which you seldom are!) everybody suspects you are "fishing." When you do speak of yourself, do it confidently, but not conceitedly.

9. Never jeer nor sneer at or about any person. These will gain for you only the contempt of your hearers. Speak of the *good points* of others. If you can't find any, keep still.

10. Avoid gossip. It is rank poison. Furthermore, it is cowardly. Many an otherwise strong personality has wrecked his life with this habit.

When gossip comes to you, refuse to add to the scandal, no matter how true you may know it to be. This may pique your informant, but it will win you his respect. For he will thereafter have confidence that you will not gossip about *him* ☺ ☺

Besides, the man who tells you an unkind story about some one else will take one away if given half a chance—and exaggerate it into the bargain. "Dogs that bring bones carry bones away," is a trite but true saying.

11. Never refer to the wrongs others have done you. Everybody that has ever lived has suffered wrongs, and nobody wants to hear about yours.

People who talk about how they are "abused," "misunderstood," are human lemons. If you want every one to run a block to avoid you, this is all you need to do.

Stop laying your precious thoughts and words upon the altar of your enemies. Forget them. This is the only perfect revenge—and the *only kind that does you any good*.

Be too big to let anything embitter you. Every person who amounted to anything had plenty of things to "sour him on life," but refused to curdle  

Keep sweet. Laugh at yourself and your troubles once in a while. It will blow the cobwebs out of your brain. Instead of being "touchy," tell a real joke on yourself occasionally.

12. Don't try to *reform the world* in your social conversation. Some of the biggest braggarts and egotists have been those alleged radicals who took it out on their friends. If you don't mean it, let the subject alone. If you do, don't spoil the evening for everybody else. *Rent a hall* and go to it!

13. Don't be a negative, an "againster." Don't talk about the things you "can't stand," the "rotten shows," the "atrocious music," the

"horrid weather," etc. Never air your prejudices, nor voice unkind suspicions.

Talk constructively, speak of the interesting events, the pleasant experiences, the admirable qualities in things, people and life in general. Talk about the things you are *for*, not those you are *against*.

This is one of the most vital things to remember if you want to be an interesting talker and a magnetic personality.

14. Don't be a "piker" or a sponge. Don't "stick around" and soak up everything while expressing indifference or superciliousness. If you indulge in silence, at least let your face show it is a friendly one.

Never pout or sulk. These are babyish, weak, silly and *costly*.

15. Don't be "sugary," sentimental or slushy in your compliments to people. When you wish to express appreciation of any public personage, write it, don't insist on "meeting him" to say it personally. This pleases him, wins you admiration and deserves to, for it is unselfish.

16. Words have a powerful psychology. Avoid negative, weak, destructive words in every kind of conversation.

Don't specialize in slang. On the other hand, don't be prudish, priggish nor pedantic. Remember, the slang of today is the good English of tomorrow, and don't refuse to avail yourself of its potency when it tells what you mean more clearly than anything else can.

Use the most simple "United States" words. Coin one when necessary.

Don't be afraid to be *original* and *individual* in your conversation.

The Convincing Public Speaker

"Oh, I never could make a speech!" you say.

But you are doing it constantly. You make a speech every time you talk to any one—and for the average person this means from ten to a hundred times a day.

The chief obstacle in the path of those who wish to be public speakers is one they build up *in their own minds* and place there themselves. That obstacle is this:

He imagines each person in the audience is thinking *in terms of the crowd*—that the crowd *stands solidly, opposing its personality to his own*.

The exact opposite is the truth. The fact is that, to each person there, *it is you and he for it*.

You are talking *only to him*, so far as he and his psychology are concerned.

1. Make your speech as though there were but *one person* in your audience, and that person *a friend* ☺ ☺

If you are talking in a large hall, merely imagine your friend is sitting in the last row, and place your voice so as to reach him.

2. Don't let anybody tell you that public speaking requires "genius," or that all the good ones were "born that way."

Don't let any one make you believe that being a convincing public speaker consists in following intricate rules of any kind, or that it is an art surrounded by mysteries.

Good *public* speaking is merely *good conversation*, but on a larger scale. Obey the rules given in the previous section for interesting conversation and you will have won half your battle.

3. Never try to talk on a subject you know little or nothing about. Know the facts. Have "the goods." Get so full of your subject you can't keep still. The rest will take care of itself.

4. Never memorize a speech. Nobody cares to listen to something you have learned by rote.

People want only what comes from your *heart*. If you will give them that, the *methods* won't count ☺ ☺

Memorized speeches sound second-hand. People do not know who wrote the thing you are singing of, and they care less. They want *you* as you *are* and as you *believe at that moment*—the genuine, spontaneous *you*.

You never can give this to an audience if you have memorized your speech. For that memorized thing is what you thought yesterday or last month. Furthermore, what you think about it *now*, with their faces looking into yours, is probably much better than the thoughts you compiled yesterday in your seclusion; and the words that come to you in their inspiring presence are far more eloquent than those you struggled with when alone.

An audience consists of two halves—the speaker and the hearers. Neither can function without the other.

But every speaker is also two halves. Every man who *believes* in and is *interested* in what he is talking about is only half of himself away from his crowd. He not only needs them to help him find the right words, but for the thoughts them-

selves, none of which come out vivid, graphic and whole when cut off from their inspiration.

So, first of all, talk only what you *conscientiously, earnestly believe in*. Analyze your own mind and know *why* you believe it. Don't just *feel* it. But when you have classified the *reasons*, put them down in very brief notes.

Go before your audience and turn the full current of the *feelings* loose on these *reasons*. Don't worry about how it is going to sound or whether anybody is going to like it.

If you *completely believe* what you say they will not even see the errors. The world is good. It is genuine and it is looking for genuineness in others. Give the world your *real self*—unpretentiously, unafraid—and it will not fail you.

5. Never try to imitate the words, phraseology, manners or methods of any one else, no matter how great a speaker he is. He *became* a great speaker because he gave *himself*, and you must do the same.

Being yourself and doing it your way are the two most vital things to remember.

6. Don't plan any gestures, rehearse any or think of any. If you are as enthusiastic as you

ought to be, they will come spontaneously. No other kind are any good. Every prearranged posture, movement or gesture detracts from the effect and power of the speech.

If you happen to be the kind of person who does n't gesture naturally in your everyday conversation you will not do so in your speeches and should let them alone, to come out only when you can't help it.

7. Never use long, complicated words or phrases. Avoid technicalities. Use the shortest, strongest, most sonorous words. Make every sentence as short as possible.

8. Never mumble nor chew your words. Articulate clearly and with sufficient loudness to save every person from having to strain his ears. Speak each word *distinctly*—as though it were a projectile shot from your mouth.

9. Never try to “spellbind,” to be flowery, rhetorical, tragic or comic just for effect. But do any of these things if the emotion back of them is genuine.

The styles in oratory change just as they do in everything else. The day has passed when it is profitable to drag the “starry heavens,” the

"babbling brooks," the "sun-kissed hills" and "flower-flecked dales" into a speech.

An audience today wants you to say *what* you think, *why* you think it, and be quick about it! This is "modern eloquence."

10. The old time orator used to talk *up* to his audience—he tried to raise them by their bootstraps into the clouds. Some speakers today talk *down* to their hearers.

Both methods are wrong. Talk to your audience as "*man to man*"—*on the level*.

The Effective Talker In Business

1. Obey the foregoing rules on "How to be an Interesting Conversationalist."

2. Obey the foregoing rules on "How to be a Convincing Public Speaker."

3. Be fair.

4. Be brief.

5. Be direct.

6. Be responsive.

7. Be self-confident.

8. Be practical.

9. Be courteous.

10. Be reliable.



The BALANCED Profile

The Different Personalities

Part Four

The Balanced Personality



THROUGHOUT this course we have referred to the various parts of the face and to the separate features in relation to the personality-significance of each. In Chart 77 is given a face which is the composite of the desirable points of personality, minus the weak ones, and with no extremes.

This is a *balanced* face. As you analyze it you will note how the best elements in all the types of profile and of each separate feature are built into this face.

This man would have *every possible advantage* combined in his personality *at birth*, and the best possible chance to win out in life.

Your Own Personality

Having a successful personality is a matter of three things—*understanding* your personality, *expressing* your personality, and *capitalizing* your personality.

Through this course you have been learning things that gave you an *understanding* of your own

personality and why you *think* and *feel* as you do.

You have been seeing, for the first time, how you *express* your personality and how it *affects others* ☺ ☺

You have been seeing various ways in which you could *capitalize* your personality—use your inborn trends to bring you success and happiness.

The Distinctive Personality

In addition to all these you may have a *distinctive* personality, if you will remember that a distinctive personality is largely the result of *doing* things, *saying* things, *wearing* things, and *being* things that are “different from the herd” but like the real *you*.

Mankind, like sheep, travels in droves. If you would *stand* out from the mass you must *start* out from the mass and then *stay* out of the mass.

To do this will make you so strong a personality that people can not forget or overlook you. If you would be remembered by people you must do something for them to remember you *by*.

While you are doing this you can be expressing your real self, and be able to say with Emerson, “My life is not an apology, but a life.”

Here are a few suggestions which will be help-

ful to you in capitalizing and individualizing your personality—in being *yourself*.

1. Don't be "a little bit of everything," a human medley, a patchwork quilt. Don't try to be "up" on everything, to understand everything, or get a "taste" of everything in life.

Concentrate! Be an enthusiast, a specialist in a few things and let the others go.

2. Decide which of these five traits you possess most of in your personality: Amiability, Responsiveness, Strenuousness, Dependability or Intellectuality. *Then cultivate it.*

3. The five weaknesses most common in human beings are: Self-Indulgence, Changeability, Pugnacity, Obstinacy and Impracticality. Decide which of these is yours and *guard against it.*

4. Decide what is the "keynote" of your nature. Then build your personality around it.

5. Decide what traits people like best in you. Cultivate these.

6. Decide what traits people dislike in you. Try to eliminate these.

7. Find the thing for which you were intended, and make it your *life work.*

8. Make it an aim to express your personality in all your possessions and surroundings.

9. Never *do* anything, *say* anything, *buy* anything or *wear* anything just because "everybody's doing it." Have a better reason than that or let it alone ☺ ☺

10. Never follow harmful, wasteful or absurd customs, no matter how fashionable they may be. For instance, suffocating furs in midsummer, naked ankles in midwinter, skirts so narrow your life is endangered or so short that your kneecap is.

If a head lettuce is served to you that acts like a cross between a bucking bronco and a cake of ice when attacked by your salad fork, take a knife to the thing and let the "sheep" think what they will!

If you are a three-hundred-pound man and find yourself in the front of an elevator full of women, *get out* when you reach your floor instead of blocking the traffic and compelling every woman to squeeze past you.

In all the situations of life simply *use your head*. Don't be an echo, a "me-too-er." The only people who were ever heard from in this world were the ones who did things *differently*. The rest merely fill up the census.

The Super-Personality

If you would win or deserve the love and admiration of others, if you wish to be a great and good personality—a super-personality—follow these rules: ☺ ☺

1. Be in earnest.
2. Be broadminded.
3. Try to grow better.
4. Be *just*.
5. Be tolerant. “Judge not that ye be not judged.” ☺ ☺
6. Be democratic.
7. Be altruistic. Think in terms of humanity, of mankind, not merely your own little self ☺ ☺
8. Be inspirational, uplifting.
9. Be sympathetic.
10. Be forgiving. “They know not what they do.” ☺ ☺
11. Be generous.
12. Be yourself.

Final Word

Remember, a personality, to be happy, successful and magnetic, must be rooted in goodness, generosity and greatness—"the things of the spirit." They must come from the inside. Otherwise you will fail.

You can no more develop a winning personality by *veneering* yourself than you could make a branch which you had broken off a tree grow and bloom by merely sticking it into the ground. For a few hours it might pass for a living plant, but it would soon wither.

Only the things rooted deep in truth and reality can live and thrive.

SO HERE, ENDETH "HOW TO REALIZE ON YOUR PERSONALITY," BEING THE FIRST VOLUME IN OUR LANGUAGE TO SHOW THAT WHAT WE COMMONLY CALL AN INDIVIDUAL'S "PERSONALITY" IS THE OUTER EXPRESSION OF HIS INNER SPIRIT, AS INDICATED BY THE SIZE, SHAPE AND STRUCTURE OF HIS FACE, FEATURES AND HANDS. THE SAME BEING BASED ON THE SCIENCE OF HUMAN ANALYSIS, BY ELSIE LINCOLN BENEDICT, ORIGINATOR OF THE SCIENCE OF HUMAN ANALYSIS, FIRST WRITER AND PUBLISHER OF THIS SCIENCE AND THE FIRST LECTURER IN AMERICA TO GIVE IT TO THE PUBLIC. ALSO BY RALPH PAINE BENEDICT, WHOSE LEARNING AND ENCOURAGEMENT INSPIRED THE DOING OF THESE THINGS. DIAGRAMMED IN ONE HUNDRED ILLUSTRATIONS BY MERLE D. JAMES, MASTER ARTIST. PRINTED AND MADE INTO A BOOK BY THE ROYCROFTERS AT THEIR SHOPS AT EAST AURORA, ERIE COUNTY, STATE OF NEW YORK, IN THE YEAR NINETEEN HUNDRED AND TWENTY-TWO

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